

Lisa M Kirkpatrick, CDRE

Certified Divorce Real Estate Expert - Greater Tampa Area
Century 21 LIST with BEGGINS
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www.TampaDivorceRealEstate.com

Lisa Kirkpatrick

Lisa Kirkpatrick is a Certified Divorce Real Estate Expert, a Realtor dedicated to serving the family law community and divorcing clients at a high level. Through her training with The Illumni Institute, she has received over 40 hours of dedicated training in divorce real estate, family law, high-conflict communication, and more. As a resource to family law attorneys, she prides herself in navigating different transactions and providing resolution for divorcing clients.

PROFESSIONAL HISTORY

Century 21 - List with BEGGINS

- Realtor: CDRE, RSC-D, GRI, PSA, ABR, RENE, CNE, CLHMS
- May 2017 - Present

Charles Rutenberg Realty, Clearwater, FL

- Realtor
- February 2016 - May 2017

Schratter Foods, Tampa, FL

- Regional Account Executive
- November 2012 - May 2017
- Increased 2015 territory sales revenue by 17.9% (\$4,074,995) through relationship building, continued education and continuous presence in accounts. Listening and problem solving ability. Maintaining excellent communication with management.
- Conducted events to increase sales.
- Increased 2014 territory sales revenue by 27.3% (\$3,457,132) through relationship building, continued education and excellent customer service.
- Increased 2013 territory sales revenue by 12% (\$2,716,473) through relationship building, education of products, hands on training and excellent customer service.
- Built and maintained professional relationships with key decision makers, staff and others to increase demand which leads to increased sales/revenue.
- Used active listening, probing and other selling skills to enhance communication, build and influence key customers.

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InLight Productions, Inc., Tampa, FL

- VP, Co-owner (November 2006 – September 2012)
- Managed existing and new business development through prospecting and cold calling for Live Training Event Production Company.
- Closed average sales of \$45,000 by using Consultative and Solution Selling techniques.
- Promoted, educated, and influenced target market.
- Facilitated and spearheaded live events and acted as key liaison with all vendors.
- Anchored special events.
- Negotiated 12 -14 vendor/venue contracts per year, ranging from \$10,000 to \$150,000 per event.

Other Employers:

Napa Wine Company, San Diego, CA

- Southern California Sales Manager
- Contracted one of the largest accounts nationwide – Ruth's Chris Steakhouse, worth \$450,000 annually
- Acquired one of the largest accounts statewide – Beverages and More, worth \$300,000 annually
- Developed territory from San Diego to San Luis Obispo from 10 to 120 accounts within 6 months by consistently visiting and following up with accounts.
- Conducted staff trainings, event tastings, and wine dinners.
- Traveled to Florida three times per year to conduct distributor trainings and account visits; thereby, increasing knowledge and demand for Napa Wine Company wines.

National Distributing Company, Tampa, FL

- Account Executive, Fine Wine Division
- Secured one of the largest accounts statewide – Westin Hotel, worth \$200,000 annually.
- Sold most cases of wine and water within the first 60 days of anyone within the division.
- Developed and maintained Tampa territory.
- Conducted staff trainings, event tastings, wine dinners, and fundraisers.

Taka-Way Gourmet, Brandon, FL

- Co-Owner (Sold business in 1999)
- Partner in upscale catering and retail company, marketing directly to business community.
- Managed sales and operations, including marketing, event planning, contract negotiations, accounts receivable and payables, monitoring daily sales, ordering inventory and staff management.

EDUCATION

Bachelor of Science, Business Administration

- University of South Florida, Tampa, Florida
- 1985

Florida Realtors

- License
- 2016

Illumni Institute, Master Course Graduate 2020

- The Anatomy of Divorce
- The Landscape of Divorce Finance
- Introduction to Divorce Court
- The Ethics of Certified Divorce Real Estate Experts
- The Psychology of Neutrality, Bias, and Communication in Conflict
- How to Sell a House in Conflict
- CDRE Fair Market Valuations

PROFESSIONAL QUALIFICATIONS

- **CDRE:** Certified Divorce Real Estate Expert
- **PSA:** Pricing Strategy Advisor
- **RENE:** Real Estate Negotiation Expert
- **GRI:** Graduate Realtor Institute
- **ABR:** Accredited Buyer's Representative
- **RCS-D:** Real Estate Collaboration Specialist
- **CNE:** Certified Negotiation Expert
- **CLHMS:** Certified Luxury Home Marketing Specialist

PROFESSIONAL MEMBERSHIPS

- **Hillsborough County Bar Association / Marital and Family Law**
- **NAR:** National Association of REALTORS
- **GTR:** Greater Tampa REALTORS

VOLUNTEERING

- Tampa General Hospital
 - Cardio-Vascular-Transplant OR
- Tampa General Hospital
 - Foundation Committee Member, Golf Tournament
- Tampa General Hospital
 - Foundation Committee Member, Gala



Certificate of Completion

This is to certify that

Lisa M Kirkpatrick

has successfully completed the CDRE™ Master Course, including 40 hours of divorce real estate education and comprehensive exam.

MASTER COURSE COMPLETION

as of October 30, 2020

Laurel Starks

Laurel Starks
Founder
The Ilumni Institute

