

Lawrence M. Brooks
8290 Cleary Boulevard, # 2911
Plantation, Florida 33324
(305) 467-8875
Brookstones@gmail.com

Larry brings a wealth of real-world experience working with small, medium and large companies. His successes and failures have provided him with the depth and knowledge necessary to help navigate the constantly changing landscape in today's business environment. Although a self-starter with an entrepreneurial spirit, his most rewarding experiences have been collaborating with others to reach shared goals and achieve success.

Work Experience

Coastal Equities – Weston, Florida Director of Leasing	November 2019 – September 2020
L.A. Car Connection/CarBlip – Westlake Village, CA Director of Operations	October 2013 – July 2019
The Retail Bus Tour - Boca Raton, Florida Co-Founder	March 2009 – August 2013
Brooks Commercial Group - Aventura, Florida Licensed Real Estate Broker	June 2008 – September 2013
Lamar Companies - Aventura, Florida Senior Leasing Representative	February 2007 - May 2008
Stiles Retail Group - Fort Lauderdale, Florida Senior Real Estate Representative	March 2004 - June 2006
Continental Real Estate Companies - Coral Gables, Florida Senior Leasing Associate	May 1998 - March 2004

Areas of Expertise

Management

- Worked with sales and administrative teams to set up standards, clear responsibilities, and goals for success
- Achieved substantial reductions in operational expense, improved process flow, back office, and front-line sales systems
- Improved the office environment by streamlining workflow with an emphasis on employee needs and increasing productivity while reducing the sales timeline
- Ability in real-time problem solving

Sales and Marketing

- Utilized a wide array of techniques for social media, direct marketing, and networking to create a ground-up event company focused on the retail real estate industry
- Redesigned antiquated marketing strategies to take advantage of the vast array of modern marketing tools
- Increased sales by implementing a short- and long-term social media campaign that aligns with a corresponding sales strategy
- Exceptional negotiation skills and experience with complex real estate deal structures

Operations

- The ability to manage day to day office functions, including employee workflow and responsibilities, office management and employee relations
- Clear understanding of systems and processes that create a structured working environment
- Company 401(k), Medical and Defined Benefit programs

Logistics

- Extensive experience with point to point systems and processes and the ability to manage multiple moving parts at the same time
- A unique problem solver with a thoughtful approach to unexpected challenges

Landlord and Tenant Representation

- Extensive experience working with local, regional, and national tenants
- The ability to structure simple small space lease deals as well as complex big-box grocery anchored leases
- Played an integral part on the development, architecture, leasing, and compliance teams for ground-up free-standing buildings to large big-box grocery anchored centers.
- Successfully managed a portfolio of 15 shopping centers throughout the Southeast and Midwest
- Responsibilities included market research and retail due diligence as part of the acquisition team, creating leasing and marketing strategies and implementing those strategies.
- Negotiated all new leases and lease renewals achieving a minimum 90% occupancy rate
- Great working relationships with the local players across the region
- Co-Chaired multiple ICSC local and regional planning committees, discussion panels and round table events

Proficient with Windows, MAC and IOS, MS Office and Outlook, YARDI, Gmail and G-Suite, ACT! (CRM), HubSpot, Avaya phone systems, file and data storage, data security and management, cloud storage, social marketing, and project management

Licensed Real Estate Broker

Member of the International Council of Shopping Centers