BRENT DOOLAN

The Doolan Group — Luxury Real Estate Advisors

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PROFESSIONAL SUMMARY

Training and operations builder in the housing industry **since 1998** — **10 years** in mortgage lending, five of them training and coaching consultants as a division leader, then **18 years** running a luxury real estate practice I rebuilt on systems I designed. I build learning programs the way I built my operation: assess what is needed, design the curriculum and materials, build the tools, deliver the training, and tie it to results. In 2024 I designed and launched an AI-conversion training program for agents — curriculum, SOPs, job aids, video, and the working systems agents train on — taken from concept through completion by me alone. Platforms do not intimidate me: I ran the leading systems in my industry for years, then built my own. Real People, Real Integrity, Real Estate.

CORE STRENGTHS

- Training program design & launch
- Onboarding program design
- Coaching & team development
- Training video & content creation
- Curriculum, SOPs & job aids
- Compliance training — Fair Housing, TCPA & FTSA
- Learning-technology evaluation & build
- Needs assessment with department leaders
- **Training & Content Technology:** Canva — presentations, guides & job aids · Google Workspace — Gmail, Calendar, Drive, Docs · training guides & field standards with grading quizzes · training & market video, scripted and produced daily · platforms evaluated & run: Follow Up Boss, kvCORE, Mojo, Cloud CMA, Likely AI, Virtual Staging AI, Matterport, DocuSign, Dotloop, FlexMLS · proprietary stack I built — custom Twilio prospecting dialer · automated lead-intake & follow-up pipelines · AI transaction coordination · AI-assisted home valuation · digital business card platform · predictive seller scoring · AI virtual staging · website AI chatbot

EXPERIENCE

Real Estate Advisor
2008 – Present

The Doolan Group — Luxury Real Estate Advisors, Palm Beach County, FL

- Designed and launched an AI-conversion training program for real estate agents — full curriculum, SOPs, job aids, and assessments, built and delivered by me end to end: CRM and follow-up, AI-assisted marketing and content, transaction coordination, and compliance.
- Author of a comparable-sales (CMA) standards field guide with a built-in grading quiz — comp parameters and worked examples; the standard for CMA production on my team.
- Create the training and market content daily: video scripts, one-pagers, net sheets, and website guides that walk agents and clients through pricing, financing, and timelines.
- Built the systems the training runs on: a custom Twilio prospecting dialer, automated lead-intake and follow-up pipelines, an AI transaction coordinator, and written-consent (TCPA / Florida FTSA) capture live across my website forms.
- Run a producing luxury practice across Palm Beach County — the operation this training was built on.

Mortgage Consultant → Division Leader
2003 – 2008

K. Hovnanian Mortgage, West Palm Beach, FL

- Rose from mortgage consultant to division leader at a national homebuilder's lending arm; trained and coached the division's team of mortgage consultants.
- Created the lending products for a niche program built for a top-10 national home builder — worked with the secondary market, creative, and production teams; owned the division's goals and budgets.

Closer → Loan Originator
1998 – 2003

Pinnacle Mortgage

- Started in this business in June 1998 — closer first, then loan originator.

CREDENTIALS & EDUCATION

- **Florida** — Real Estate Broker Associate, Lic. BK3251469
- **Bachelor's Degree** — Stark State College
- **Google AI Essentials** — Certificate