BRENT DOOLAN

The Doolan Group — Luxury Real Estate Advisors

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PROFESSIONAL SUMMARY

Luxury real estate advisor in this business **since 1998** — **10 years** in mortgage lending, then **18 years** selling from Jupiter to the Keys. I structure deals with a lender's eye: I know how the money side thinks, because I ran it. In 2024 I began rebuilding the practice on AI-driven systems — early, while most of the industry was still experimenting. Today the operation runs on systems I designed and built — CRM, marketing, training, every workflow — while most agents with my years still run 2015 playbooks. What I bring: a producing luxury practice, a lender's eye for deal structure, and systems already built, tested, and running — plus the ability to bring other agents through the same conversion. Real People, Real Integrity, Real Estate.

CORE STRENGTHS

- Video-first luxury listing launches
- Negotiation & deal structuring
- Investment underwriting & analysis
- Converting agents to AI-run practices
- Short sales, probate & divorce sales
- Pricing that sells & listing relaunches
- 10 years inside mortgage lending
- Proprietary AI systems, built in-house
- **Systems & Tools:** Custom Twilio prospecting dialer · Automated lead-intake & follow-up pipelines · AI-assisted home-valuation system · AI transaction coordination · AI lead texting & appointment follow-up · 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

- Sell luxury homes across Palm Beach County — a practice built the traditional way: listings, buyers, and hard negotiations, from first showing to closing day.
- Began rebuilding the practice on AI-driven systems in 2024. Today the whole operation runs on them.
- Design and build my own technology: proprietary AI applications, a custom prospecting dialer, digital business cards, automated lead-intake and follow-up pipelines, and an AI-assisted home-valuation system. Built in-house, not bought off the shelf — the practice owns its technology outright.
- I built the full stack — an AI transaction coordinator that runs contract-to-close deadlines and drafts every status update, an AI lead-texting system that follows up with new leads and books appointments, predictive seller scoring, and a 24/7 website chatbot — all built compliance-first, with TCPA and Florida FTSA written-consent capture live across my website forms.
- I ran the leading platforms first — Follow Up Boss, kvCORE, Mojo, Cloud CMA, Likely AI, Virtual Staging AI, Matterport, DocuSign, Dotloop, FlexMLS — then built my own from their pros and cons.
- Train agents to build boutique AI-powered practices — AI wired into their CRM, marketing, follow-up, and transactions.
- The operation runs on AI end to end: listing copy, CMA and comp analysis, client one-pagers and net sheets, video scripts, website content, and daily social content.

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.
- 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.
- Led and trained the division's team of mortgage consultants.

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