

KARI HOLLIFIELD

1907 Ranch Rd., Royse City, Texas 75189 · 214-564-2899
karihollifield@hotmail.com

PROFILE SUMMARY

Results-oriented and strategic leader with 25 years of combined experience in Real Estate and Economic Development. Skilled in strategic planning, marketing, community outreach, research and real estate development and trends. Strong relationship management background with a proven ability to cultivate relationships and foster collaboration through strong communication skills to successfully work with a variety of audiences. Maintain great partnerships with local leaders, school officials, developers, various community organizations and the business community.

EXPERIENCE

APRIL 2019 - PRESENT

REALTOR, COLDWELL BANKER APEX REALTORS – ROCKWALL, TX

MAY 2012 – APRIL 2019

REALTOR, KELLER WILLIAMS REALTY – ROCKWALL, TX

SEPTEMBER 1999 – NOVEMBER 2006

REALTOR, EBBY HALLIDAY REALTORS – ROCKWALL, TX

- Responsible for all facets of running a top producing real estate team including but not limited to business planning, prospecting, database management, marketing, budgeting.
- Maintain ongoing knowledge of contract and legal updates.
- Maintain knowledge of local and regional real estate markets, in both residential and commercial markets.
- Effective communication skills utilized to build and maintain relationships with clients, lenders, appraisers, inspectors, developers, investors, title companies, community and civic advisors.
- Effectively created and maintained a business built 85% on referrals while continuing to build that foundation adding new clients – sellers, buyers, investors, developers.
- Time and task management skills to adhere to strict time sensitive deadlines while maintaining effective communication with multiple parties on multiple transactions at once.
- Keen attention to detail, time management and task orientation while prioritizing has been essential in building and maintaining a productive business.

NOVEMBER 2006 – MAY 2012

**ASSISTANT TO ECONOMIC DEVELOPMENT DIRECTOR, ROYSE CITY
ECONOMIC DEVELOPMENT CORPORATION (COINCIDED WITH MAIN STREET
POSITION)**

- Assisted the Executive Director in working with developers & retailers on site selection in pursuit of expanding economic growth in Royse City.
- Maintained the website for the Economic Development Corporation including but not limited to real estate opportunities, marketing, and demographic data.
- Assisted the Executive Director with the negotiation and preparation of incentive packages, formulation of marketing plans and strategies.
- Responsible for research and compilation of data in support of the Director and the Board including but not limited to workforce information, economic trends and programs.
- Attended ICSC Convention (State and National) and worked with the Executive Director and the Board of Directors to actively pursue viable leads implementing an action plan developed based on the results of preset meetings and new contacts made during the convention.
- Assisted in creation and implementation of marketing and promotional materials for targeting opportunities for collaborating with local property owners, developers, brokers and expansion opportunities.
- Provided support to Director and Board coordinating and attending meetings, adhering to posting of Agendas and Notices, Board Meeting Minutes and various administrative support duties.
- Additionally provided support to the City of Royse City with grant writing, events and special projects as requested.

NOVEMBER 2007 – MAY 2012

**MAIN STREET MANAGER, CITY OF ROYSE CITY (COINCIDED WITH EDC
POSITION)**

- Successfully applied and accepted to Texas Main Street Program.
- Worked closely with the Texas Main Street Program and the Texas Historical Commission to prepare a plan, obtain advice and technical assistance for the program, generating funding both locally, federally and on a state level.
- Advised downtown merchants while assisting in the coordination of joint promotional events such as seasonal festivals, sidewalk sales, etc. with the goal of improving the quality and excitement of events and economic growth of downtown.
- Developed and implemented an action plan for implementing downtown revitalization focusing on organization, promotion, design and economic restructuring.
- Encouraged a cooperative climate between downtown interest and local public officials with a goal of improving the municipal services to the area.
- Developed and conducted on-going public awareness and educational programs designed to enhance understanding of the Programs goals and objectives.

- Strategically and successfully improved not only the owner occupancy rate of downtown buildings but additionally decreased the vacancy rate from near 50% to 95% occupied.
- Served as a liaison with all historic preservation and tourist development organizations.
- Worked cohesively with a Main Street Board assembled of citizens and stakeholders who were instrumental in ensuring all goals, action items, programs and initiatives were successfully implemented.
- Successfully created multiple events collaboratively with downtown stakeholders, community members and other local businesses: The Pumpkin Patch, Main Street Car Show, Trick or Treat on Main Street and various 1 time events geared to create program awareness and promotion of our downtown businesses.
- Responsible for various reporting throughout the year required to maintain our Main Street status on both the state and national level.

BOARDS

ROYSE CITY CHAMBER OF COMMERCE:

25 Year Member; Past President; Volunteer and Committee Member for various events and programs; Developed and facilitate 2 Local Networking Events 3 x's per month.

PLANNING & ZONING COMMISSION:

City of Royse City

ROYSE CITY ISD EDUCATION FOUNDATION:

15 Year Board Member; Current President, Board of Directors.