

James L. Normile

JimNormile@ResponsibleInfluence.com

Results-focused leader specializing in real estate business management, propelling new construction sales, creating micro and macro marketing programs, providing world-class customer services and cultivating real estate agents to exceed personal growth and sales expectations.

Profile of Real Estate Trade Qualifications

- Policy / Procedure Development
- Seasoned Leadership
- Proven Management
- Marketing Strategy Systems
- Agent Training Processes
- On-site Sales
- Certified Real Estate Instructor
- Responsible Influence
- SME Speaker / Guest Lecturer
- Top performer who excels at analyzing niche market needs, identifying market share growth opportunity and defining a specific marketing strategy to exceed goals.
- A proven team leader with an intense work ethic and keen sense of strategic thinking. Creates and drives vision for re-inventing and re-energizing mature, moribund agents / teams / clients as well as mentoring new ones. Able to balance multiple priorities of sales, new growth and profit to deliver exceptional results and exceed goals.
- Excellent communicator who interfaces between investors, developers, builders, agents and the consumer.

Key Areas of Real Estate Management Expertise

- Multi-site Agent Management
- Social Media
- Design for Price, Product, Promotion, Placement for Target Marketing
- Agent Action Planning
- Military Relocation
- Real Estate Market Analysis
- Real Estate Market Intelligence
- Competing Intelligence

Real Estate Career Highlights

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| Top 10 Agent, Jacksonville Board of Realtors® | 2000 - 2012 |
| Jacksonville Board of Realtors® - REALTOR® of the Year, 2003 | 2003 |
| Authored <i>RE/MAX Military Advantage Program</i> , RE/MAX International | 2010 |
| Inducted into RE/MAX Hall of Fame | 2010 |
| Personally ranked #3 RE/MAX; total transactions, North Carolina | 2010 |
| Personally ranked #5 RE/MAX; total transactions, North and South Carolina | 2010 |
| Personally ranked #164 / Wall Street Journal; Top 1000 agents in America | 2010 |
| Personally ranked #3 RE/MAX; total transactions, North Carolina | 2011 |
| Ranked #1 RE/MAX office; transactions per agent, North Carolina | 2011 |
| Personally ranked #7 RE/MAX; total transactions, North Carolina | 2012 |

Professional Synopsis

Broker, Coldwell Banker Sea Coast Advantage (Aug 2013 – Present)

Ringmaster, Towne Pointe subdivision; single family new home sales and development.
Represent four Top 100 U.S. Builders via forward-thinking implementation of competing intelligence, analysis, target marketing, action plans and proven leadership.

Consultant, Speaker & Author of *Responsible Influence in New Home Sales; unlocking agent value*

Professional Synopsis Continued

Owner, Jacksonville Realty Group, Inc. (March 2005 – Jul 2013)

RE/MAX Home Connections (Feb 2008 – Jul 2013)

Co-owner, President and Qualifying Broker; RE/MAX Home Connections

Broker/Manager, Carolina Forest & Acorn Forest subdivisions; single family and multi-family new home sales & development
Ringmaster, Towne Pointe subdivision; single family new home sales and development

Strategically steer multi-office high-volume operations via forward-thinking implementation of competing intelligence, analysis, target marketing, action plans and proven leadership.

Recruit, train, manage, mentor and lead top-performing agents to exceed target goal and market share expectations.

CENTURY 21 American Properties, Jacksonville, NC (2003-2005)

Manager, #1 *Top Producing* multi-franchise real estate firm in Onslow County

Priority of focus on sales force management, weekly training, sales production and marketing plans for agents.

Additional responsibilities included contractor management for largest volume new construction project Onslow County.

Hunters Creek, Bay Meadows & Marsh Oaks subdivisions; single family and multi-family new home sales & development

CHOICE Jacksonville Realty, Jacksonville, NC (2001-2002)

Designated Realtor®/Broker – Manager for the #1 *Top Producing* independent real estate firm in Onslow County.

Priority of focus on sales force management, weekly training, sales production and company / agent marketing.

CENTURY 21 Champion Real Estate, Jacksonville, NC (1999-2000)

Realtor® Sales Associate with focus in residential resale and new home construction.

Broker, River Hills subdivision; single family new home sales and development.

United States Marine Corps (Ret.) (1979-1999)

Biography and military expertise attached.

Education & Professional Development

Graduate, Gemological Institute of America; Diamonds, Santa Monica, CA 1994

Graduate, Real Estate Academy (Salesman), Jacksonville, NC 1999

Graduate, Accredited Buyers Representation (ABR), Jacksonville, NC 2000

Graduate, N.C. Real Estate Academy (Broker), Greenville, NC 2000

Graduate, Advanced Financing, Jacksonville, NC 2000

Graduate, Broker-in-Charge Course, Raleigh, NC 2000

Bachelor of Science, Real Estate, *Summa Cum Laude*, Madison University 2002

Graduate, Recreation & Resort Specialist Course (RRS), Hilton Head, SC 2003

Graduate, Certified Real Estate Brokerage Manager (CRB) 2004

Executive Master of Business Administration (MBA), Madison University 2005

Graduate, Certification of Internet Professional (e-PRO), National Association of Realtors® 2007

Graduate, Certified Distressed Property Expert®, (CDPE), The Distressed Property Institute, 2009

Community & Professional Services – Past & Present

Deacon, Maranatha Church 1997-2002

Mentor, North Carolina Tarheel Challenge 2001-2002

Chairman, Military Affairs Committee, Jacksonville Board of Realtors® 1999

Director, Board of Directors, Jacksonville Board of Realtors® 2000-2003

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| Chairman, Membership Committee, Jacksonville Board of Realtors® | 2002-2003 |
| Co-Chair, Education Committee, Jacksonville Board of Realtors® | 2001-2005 |
| Instructor, Jacksonville Board of Realtors® | 2002-Present |
| Chairman, Officer Nominating Committee, Jacksonville Board of Realtors® | 2002 |
| North Carolina Real Estate Pre-Licensing Instructor #1346 | 2004-2009 |
| North Carolina Real Estate Continuing Education Instructor #1346 | 2004-2009 |
| Member, Professional Standards Committee, JBOR | 2004-Present |
| Military Growth Task Force, North Carolina Eastern Region | 2009 / 2010 |
| Member, Board of Adjustment, Town of Emerald Isle, NC | 2008-2012 |
| Member, Planning Board, Town of Emerald Isle, NC | 2012-Present |
| Carteret County Strategic Planning Steering Committee | 2013-Present |

Military Biography

Captain Normile was born in Trenton, New Jersey on December 15, 1959 and enlisted in the Marine Corps in July 1979.

Following recruit training at Parris Island, South Carolina he was assigned to the 2d Marine Division and participated in the Cuban Mariel Boat Lift Operation, Key West, FL and security escort operations aboard U.S. Naval vessels for the Iranian hostage rescue operation. He transitioned to Counterintelligence (CI) Specialist and was assigned to the 2d CI Team at Camp Lejeune, North Carolina in September 1982. Duties in this new capacity took him ashore during Operation Urgent Fury in Grenada October 1983 and to Lebanon during the Mountain War, Chouf District 1983-1984, while attached to the U.S. Multi-National Peace Keeping Force in Beirut, Lebanon.

Captain Normile was subsequently assigned to the Defense Intelligence Agency, Joint Special Operations Agency from November 1985 to December 1987 and represented the U.S. Marine Corps to the Secretary of the Navy for intelligence operations of interest to the national command authority. His follow-on tour took him back to Camp Lejeune where he served as the Assistant CI/HUMINT Staff Officer, II Marine Expeditionary Force.

Following his selection for Warrant Officer and attendance at the Warrant Officer Basic Course at Quantico, VA – Captain Normile joined the 4th CI Team where he was involved in operations Nimrod Dancer and Blue Spoon while in support of the Marine Forces, Republic of Panama. Reporting to the 26th Marine Expeditionary Unit (Special Operations Capable) in February 1990, he continued his front line involvement by serving as the Intelligence and CI/HUMINT Officer ashore, U.S. Embassy Monrovia, Liberia during Operation Sharp Edge and the evacuation of American and NATO citizens. Prior to detaching from the 26th Marine Expeditionary Unit (SOC), Captain Normile conducted shore-based CI/HUMINT and force protection source operations in Turkey and Northern Iraq.

In January 1992, he reported to the Navy and Marine Corps Intelligence Training Center, Dam Neck, Virginia where he was assigned as the Director for Marine Corps CI, HUMINT and Interrogations of Prisoners of War training. During this tour he was the recipient of the Vice Admiral Taylor Intelligence Award for superior intellectual joint doctrinal concepts in joint CI and HUMINT strategies.

During April 1995, Captain Normile was again transferred to Camp Lejeune, North Carolina where he served as the CI/HUMINT Operations Officer for U.S. Marine Corps Forces, Atlantic and the II Marine Expeditionary Force. From November 1996 through April 1997, he served as the Officer in Charge, Joint CI/HUMINT Detachment, Republic of Haiti during operation New Horizons.

Captain Normile retired on November 1, 1999 as the founding father and inaugural Commanding Officer of the 2d Counterintelligence / HUMINT Company.

Captain Normile's personal awards include two Meritorious Service Medals, Joint Service Commendation Medal, Navy Commendation Medal, five awards of the Navy Achievement Medal, three Combat Action Ribbons, the Navy and Marine Corps and the Israeli parachutist insignias.

Married to the former Elaine Penny of Beulaville, NC, they have two children and three grandchildren.

Key Areas of Military Expertise

- On-site Crisis Management
- Counterintelligence Operations
- Training & Doctrinal Development
- J2X Management
- Rapid Response Planning
- Author; FMFO 3850.1 (S/NF) Tactical CI/H Operations, Planning and Mission Menus (U)
- On-site Security Management
- HUMINT Operations
- Operational & Staff Planning
- Cover Support
- NEO Planning & Execution
- Intelligence Analysis
- Anti-terrorism Risk Analysis
- Leadership
- Force Protection Source Operations
- Crisis Action Planning