

Sara Carter

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Accomplished Real Estate Operations Executive

Analysis & Strategy • Financial & Physical Systems Implementation • Talent Selection & Development

A creative and proven program leader with the drive and hands-on experience to direct cross-functional teams, build brand loyalty, capture the competitive edge, and accelerate revenue.

- **A resourceful and collaborative professional** with a progressive career-driving management style who optimizes operations, project management, and customer support.
- **A cross-functional program and operational systems guru** leveraging an eye for directing contractors, vendors, and suppliers for short- and long-term resource management, cost controls, efficiencies, and best practices.
- **An entrepreneurial partner** equally effective among clients, teams, and contractors; able to see the "big picture" while managing details and remaining perpetually focused on internal and external customer service.

Professional Background

4LC. Washington DC Metro

2019 - Present

President

Independent contracting services for multifamily and mixed-use developments. Subject matter expert from development to operations. Experienced in both commercial and residential interior design and remodeling. Provide innovative ideas for company growth with customers in mind.

- Operation functionality assessment.
- Forecasting and Stabilization goal setting.
- Scaling studies and opportunities.
- SWOT and Market Analysis.
- Outreach, marketing, and branding collaboration.
- Rent and amenity pricing matrix buildouts to maximize PSF value.
- Design strategies and architectural review. Material selections, installation, and industry trends.

Pearson Smith Property Management. Ashburn, VA

2021 – Sold 12/2023

Chief Operating Officer

Successful, ground-up restructuring of the Property Management division of Pearson Smith Realty.

- Developed and implemented policies and procedures. Deep dive study into company operations, highly focused on communication and efficiency. Presented solutions and business initiatives to the CEO.
- Talent resourcing and development of a cross-functional team, aligning the company for future growth and bench strength. With a high concentration on customer service, ownership, and accountability.
- Increased operating efficiency by replacing dedicated portfolio managers with specialized roles. Driven by the needs identified during the Policy & Procedure development, created job descriptions and redefined titles. Designed new tools and processes with buy-in from the team.
- Monitored performance and helped investors increase revenue through value-added projects to their homes in addition to renewal rates averaging 8%. Averaged 35 new clients per year.
- Cultivate relationships with internal and external customers, business development, and client acquisition.
- Determine and implement both long- and short-term goals for the company and for individual team members. Defining what success looks like, managing KPIs and other performance metrics.

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Lincoln Property Company. Herndon, VA

2016 - 2019

Regional Manager

Serve a multi-faceted role driving engagement and communications across six (6) communities comprising approximately 2,000 units and \$40M in annual revenue.

- Represent Lincoln during presentations of asset analysis, strategy, and opportunity to potential clients, securing new business ventures and relationships.
- Educate leadership on operations and community performance, delivering thoughtful recommendations to drive continuous process improvements across the portfolio while maintaining focus on internal and external customer service.
- Led a successful lease-up of luxury mixed-use community. Achieved NAIOP Award of Excellence and LEED Certification in addition to a 7% rent increase in the second year of stabilized operations.
- Instrumental in acquisition of a luxury high-rise and execution of its \$8M renovation plan.
- Develop and execute design plans and materials selections for value-add assets.
- Protect stakeholder interests by implementing a revenue management program driving a 4% increase in revenue just 6 months after implementation.

Kettler. McLean, VA

2014 – 2016

Regional Manager

Managed a diverse portfolio of eight (8) high-profile assets throughout the D.C. Metro Area driving revenue growth while stabilizing costs and maintaining a positive community brand.

- Collaborated with owners and asset managers to identify and capture revenue opportunities in keeping with established investor criteria. Implemented creative marketing strategies to heighten brand engagement and sales.
- Developed and honed knowledge of tax credit operations while overseeing three (3) tax credit assets.
- Directed and managed four (4) lease-up communities that were nationally recognized by the industry as award-winning projects delivering superior and distinctive community services.
- Instrumental in winning public recognition for Kettler, including Garfield Park's Best Apartment Building in Arlington Magazine, Ovation's ORA Power Rankings in the Elite 1% of 55,000+ properties, The George's recognition by Washington Business Journal's BRED for Best Rehab, and VITA Apartments winner of the Delta Associates Award for Best High-Rise Apartment Community.
- Led a top-performing team of cross-functional professionals in delivering timely asset management services and organizing work schedules to optimize resources, maintain costs, and drive continuous improvements.
- Worked closely with employees to maximize success, driving people development initiatives and personal/career growth through mentoring, training & development, and leadership consistent with the Kettler Core Values. Active participant in Kettler Cares volunteer partnership.

Prior Experience

Carmel Partners. Denver, CO 2011/2013
Archstone-Smith. Arlington, VA 1998/2008
Sentinel Real Estate Corporation. Richmond, VA 1995/1998

Education/Skills

Bachelor of Business Administration - Strayer University
Licensed Realtor – Virginia: Licensed PM Washington DC
MRI, Yardi, Appfolio, Entrata, Real Page
Microsoft Excel, Word, PowerPoint
Certificate ASID Biophilic Design