

# Michael Weinstein

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## Objective

*To find a career position in sales or sales management where I can use my skills and experience to add to a company's bottom line. I am passionate about what I do, and can be a great advocate for your company.*

## Experience

**Alpha Real Estate Exchange, Southfield, MI**  
**Director of Operations**

**January 2019 to Present**

Alpha-Rex is a commercial real estate firm, specializing in the single tenant net lease investment space. Alpha-Rex was founded January 2019, and I am an integral part of creating the company, best practices and developing relationships with vendors.

- **Creating Processes:** Created and implemented a sales process for the company. From developing marketing plans, to processing of leads, to scheduling follow-up, I have created best practices for the team to follow in order to achieve sales.
- **Databasing:** In a 6-month period, created a database from scratch of buyers, brokers and influencers in the commercial real estate space. To date, I have grown the database to over 55,000 individuals, of which 32,000 have valid email addresses.
- Instrumental in the completion of two transactions, totaling over \$4 Million.

**CoStar Group, Southfield, MI**  
**Senior Sales Director, Debt and Equity**

**1999 to November 2018**

CoStar is a leading provider of commercial real estate data and analytics, helping thousands of professionals mitigate risk and maximize opportunities in a constantly changing market.

**Top Performer: Hard work and focus made Michael a top performer within CoStar Group.**

- 2015 and 2016 President's Circle Award Winner, Top 5% of national sales force of over 400
- Consistently ranked in the top 20% of the national sales force for over 12 years. Also consistently rank in the top 3 in the Central US Region (out of over 50).
- One of few CoStar Midwest reps to move over to the multi family division, thus selling to the largest multi-family property management firms. Companies like ROCO, Village Green, Ginosko Development, Hayman Companies, Edward Rose, and KMG Prestige, to name a few.
- Prospector and Farmer: Cultivated client base as well as developing new relationships throughout the industry.

**Excellent Communicator: Michael has honed his communication skills by listening to his prospects and by being genuine.**

- Presented CoStar's suite of services to groups of 1 to 100 people.
- Developed and maintained many C-Level relationships within the commercial real estate community, and within economic development groups.
- At ease with people from all levels of an organization. Michael takes a holistic view of business development, where multiple influencers will need to be convinced.
- Presented at many international trade shows, including NAA (National Apartment Association), ICSC RECon (International Council of Shopping Centers), NAIOP (The Commercial Real Estate Development Association), and BOMA (Building Owners and Managers Association)

**Leader and Self Starter:** Michael has led by example, and was subsequently looked at as a thought leader within the company and industry.

- Seen as a leader within the organization, and the Mid-western markets. Because of this, he is consistently called on to mentor new and underperforming account executives.
- There are currently over 25 current sales reps within the organization that have been mentored by Michael during his career at CoStar Group.
- Has successfully maintained a consistent 97% renewal rate within his book of business; even in the toughest economic conditions. This is due, in part, to the fact that Michael has made the effort to understand the concerns of his clients, and brings solutions to the relationship.

**NAI Farbman, Southfield, MI**  
**Commercial Real Estate Salesperson**

**1996 to 1999**

NAI Farbman is a full-service commercial real estate broker and property manager with offices throughout the metropolitan Detroit area.

Michael was an office broker, specializing in the negotiation of lease deals. He represented landlords and tenants and advised them on the best course of action.

**Representative Transactions:**

- Fresenius Medical Care: Represented Fresenius on 3 separate, 20-year lease deals of over 10,000 sf each.
- First National Building: Presented and secured the listing for the First National Building in Detroit, Michigan. Subsequently renewed tenants in the building in order to stabilize occupancy in a soft market.
- US Census Bureau, Flint, MI: Represented Carriage Factory, LLC in a lease for 18,000 square feet to the GSA for use during the 2000 Census.

**Schostak Brothers and Company, Southfield, MI**  
**Commercial Real Estate Salesperson**

**1995 to 1996**

Schostak Brothers is a commercial real estate developer with offices throughout the Midwest. Michael was an office broker who represented some of Schostak's properties as well as working as a 3<sup>rd</sup> party sales agent.

**Representative Transactions:**

- First Federal Bank Building: Represented First Federal Bank in the leasing of their signature tower in Detroit. In 4 separate transactions, over 80,000 square feet was leased.
- WB Doner: National advertising agency had a fire in their offices, and needed to temporarily lease 42,000 square feet within a week.
- Center for Banking Education: Represented CBE, by locating and negotiating terms for a 5,200 square foot lease at Liberty Center in Troy, Michigan for a 5 year term.

**Education**

**The Ohio State University, Columbus, Ohio**  
BS Business Administration, Major: Marketing

**1987 to 1992**