

Gin Starling McPhail

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Education

2015 State Registered Real Estate Appraiser: License #363025

2009 Licensed Real Estate Broker for the State of Georgia: License #298939

2006 Licensed Real Estate Salesperson for the State of Georgia

1998 – 2000 Master of Business Administration

Georgia Southern University, Statesboro, GA

1992 – 1996 Bachelor of Business Administration in Marketing

Minor in Journalism

Georgia Southern University, Statesboro, GA

Academic Work Experience

August 2009 – Present

Instructor, College of Business Administration

Finance and Economics Department

Georgia Southern University, Statesboro, GA

Courses include: Principles of Real Estate, FINC 4431

Real Estate Appraisal, FINC 4433

Introduction to Business, BUSA 1105

Financial Survival Skills, BUSA 1131

Professional Work Experience

January 2006 to Present

Realtor, Associate Broker, Coldwell Banker Tanner Realty, Statesboro, GA

- Assist buyers in their home search
- Market homes for sellers
- Educate buyers and sellers on the real estate transaction process
- Negotiate sales contracts for buyers and/or sellers and facilitate the transaction from signing to closing
- Maintain contact with former customers and clients to enhance referral business
- Create innovative marketing tools via Internet, print ads, open houses, radio remotes, etc.
- Created the Coldwell Banker Tanner Realty cable show in 2007 featuring homes for sale

October 2000 – Present

Manager, Pro South Inspection Service, Statesboro, GA

- Prepare home inspection reports for client and real estate agents
- Coordinate inspection appointments between agents, buyers and inspectors
- Prepare and maintain all files and billing
- Create advertising and promote the business in the community
- Occasionally assist during home inspections

Opened November 2002 – Sold May 2007

Owner, The Runway, LLC, Statesboro, GA

- Envisioned, created and established a successful ladies clothing boutique to meet the fashion needs of ladies ages 20-40 in Bulloch County and surrounding markets
- Selected, ordered and maintained inventory: clothing, jewelry, accessories and specialty items
- Created advertising in the form of print ads, direct mail, email, radio and television commercials and special results driven promotions
- Developed, implemented and tracked the results of directed and specific marketing tools
- Tracked monthly budgetary goals including revenues, expenses, cash flow and overall performance
- Managed daily activities including assisting customers and managing employees
- Created a customer appreciation program with a referral incentive for existing clients and a special discount for repeat customers and GSU/OTC students

October 2000 – January 2003

Manager, Star Brite Wash, Inc, Swainsboro, GA

- Managed daily activities including assisting customers, checking equipment efficiency by maintaining chemical levels, repairing equipment and maintaining supplies
- Hired, trained and supervised employees
- Promoted Star Brite in the local community and created advertising in the form of print ads, flyers, coupons and radio commercials

December 1996 – September 2000

Marketing Director, Glen Oaks Subdivision, Statesboro, GA

- Promoted the Glen Oaks Subdivision throughout the community
- Acted as liason between the developer, builder and buyers in promotion of the lots and homes for sale
- Created advertising in the form of print ads, direct mail, email, radio and television commercials and special results driven promotions for the Glen Oaks Subdivision, Country Walk Subdivision and Brooklet South Subdivision.

Honors, Awards and Business Activities

2006 Rookie of the Year

2006 and 2007 Distinguished Sales Society

Distinguished Sales Society, Life Member

GRI: Graduate Realtor Institute Accredited

Services, Professional Activities and Associations

January 2009 - Present

Statesboro Board of Realtors Member

Georgia Association of Realtors Member

National Association of Realtors Member

February 2011: Guest Speaker, Professional Selling Course, Marketing Department, GSU

2009: MLS Board, Vice-President

2009: Awards Banquet Committee Chair

2008: MLS Board Member

2007 & 2008: Awards Banquet Committee