

# Brenda Jarvis

An accomplished, adroit, leader that achieves brilliance in the work place by exposing employees and customers strong points through positive imaginative direction. A philosophy that creates intelligent systems that measure and report pre-determined corporate targets dynamically helps create a work environment that is coveted by the industries top performers creating the foundation for a successful organization.



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Charlotte, NC

## Work Experience

### Residential Finance Corporation

ASSISTANT VP BUSINESS DEVELOPMENT

MAY 2012 - SEPTEMBER 2013

Tasked with Processes and success of branches after initial approval and set up. Managed integration of existing branch transition into RFC's retail platform as well as ongoing success after setup.

- Branch Onboarding: On-site branch training and set up to ensure smooth and productive integration of branch.
- Ongoing Branch Key Performance Indicator Analysis and Recommendations: Constantly analyze trends of branch KPIs to identify opportunities for enhanced efficiencies within branches or with branch interfaces with other departments within the organization.
- Advisory Group Host and Moderator: Conduct monthly branch manager as well as branch operations advisory group meetings to obtain open and honest feedback and suggestions from branch employees. Report findings to appropriate organization stakeholders and work with those stakeholders for improvement to the overall branch and employee experience as needed.
- Branch Development: Collaborate with branch relations staff, branch managers, operations, finance and other stakeholders to help existing branches increase volume, efficiency and profitability.

### iMatch Realty

VP BUSINESS DEVELOPMENT & OPERATIONS

NOVEMBER 2010 - PRESENT

Instrumental in all aspects of start-up real estate firm including licensing, securing office space, hiring training agents, and marketing. Created and manage compensation plans for agents as well office staff.

- Secured startup capital for owners.
- Maintains all records, systems and processes.
- Developed systems that enables constant communication with lenders, buyers and sellers to ensure smooth transactions.
- Created comp plans, commission structure and marketing budgets.

### Freedom Mortgage - NC

BUSINESS DEVELOPMENT MANAGER

APRIL 2010 - NOVEMBER 2010

Expanded branch structure from traditional retail branches to hybrid low cost net profit model. Highest producing development manager within the newest structure netting an average of three branches per month.

- Sales force trainer and division spokesman.
- Coordinator between branches and underwriting to ensure communication flexibility.
- Assisted in branch manager orientation training and development.
- On boarding liaison with branch relations to ensure smooth branch start-up.

## Work Experience

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### Vision Mortgage Capital

DIVISIONAL VICE-PRESIDENT

JULY 2009 - APRIL 2010

Launched a new Midwestern division with corporate headquarters located in Charlotte North Carolina. Company was sold and buyer contracted footprint to only Northeast states.

### AmeriPro Processing

OWNER / OPERATOR

NOVEMBER 2004 - AUGUST 2009

Founded, managed and maintained mortgage processing business. Nurtured and grew business that eventually expanded to two offices. Developed marketing plans that included website with e-commerce and up-loadable capabilities. Customer service standards maintained via surveys, repeat business, and referrals.

### Empire Equity Group, Inc. dba 1st Metropolitan Mortgage - NC

DIRECTOR OF LENDER RELATIONS

MARCH 2004 - JULY 2009

Recruited by corporate office into an executive management position after managing one of the top 10 1st Metropolitan branches. Created preferred lender program which channeled a large percentage of the 200+ million dollar broker business to hand-picked partners. The program was a huge success moving the percentage of business that went to the PLP group from 13% of the overall loan volume to almost 60% in early 2009. This program created an additional \$120,000 a month of incremental income for corporate and over \$300,000 in additional monthly income for the branches.

- Maximized branches profits by designing and implementing a proprietary loan scenario system that allowed our 150 lenders to "bid" on loan scenario's employees keyed on the company Internet site.
- Facilitated planning with sole responsibility to raise capital from partner sponsors to fund yearly branch manager convention. Yearly sponsorship exceeding \$125,000.00.
- Coordinated the quarterly RISE (Regional Information Sales Event) that brought together branch managers with featured speakers and topics to listen, discuss, and learn from successful presenters and attendees.
- Implemented and managed transition and referral desk fit new branches.
- Created and facilitated branch focus groups.

## Education

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### University of Phoenix

MBA / MARKETING CONCENTRATION

2010 - 2012

I received a Masters Degree in business from the University of Phoenix graduating in early 2012. Marketing concentration will be completed November 2012.

### University of Evansville

BA EDUCATION

1980 - 1983

I received an undergraduate degree with honors staying another year as assistant volleyball coach while working through a graduate program. I was co-captain during our tenure as semifinalist moving up to contend in division one competition for the first time in school history.