

CHARLA KHATIB

Licensed Community Association Manager & Director of Community Management

"Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence." ~ Sheryl Sandberg

- > Leads team members to reach conclusions to day-to-day challenges that create the best outcome for all parties involved.
- > Creates a positive environment for SSMG Community Association Managers to thrive, reach their own professional goals and keep them motivated during the ever-changing management industry.
- > Develops education programs for the SSMG Team that focus on hot topics, best practices and overall industry wide changes.

Objective: An opportunity to utilize my diverse skills and experience in a growth minded environment.

EXPERIENCE

**Experience: Associate Broker/Sales Associate
Prudential Transact Realty**

September 2014 - Present

**Portfolio Property Manager
August 2012 - January 2014
Associa - Alpharetta, GA**

- Managed a mix of 10 communities consisting of condominiums, townhomes and single-family homes totaling over 2,000 home owners and bringing in annual management fees of \$171,600.
- Prepared annual budgets with a combined revenue of \$2,137,500.
- Conducted monthly Board meetings and annual community meetings. Developed meeting packages including financials, management reports, ballots, bids, etc.
- Conducted property visits to review violations, safety, and maintenance concerns, and to monitor vendor performance.
- Updated community websites with financials, photos, and other Board or Homeowner related information.
- Reviewed all past due accounts and advised the Boards of their collection options.
- Monitored all Master Policy insurance claims.
- Reviewed all annual vendor contracts and secured competitive bids as needed.
- Handled all homeowner complaints and concerns.
- Responsible for several large projects with a combined total of over \$684,000 including:
 - Security upgrade with gates, lighting, card readers, monitored cameras, etc.

- Pool and pool deck resurfacing
- Community tree removal and replacement
- Townhome roofing project for 28 buildings
- Townhome painting project for 24 buildings
- Lake dredging

Sales Manager

May 2006 – August 2012

Winmark Homes - Suwanee, GA

- Mediated and resolved conflicts between homeowners and construction and/or warranty to insure excellent scores on Morpace and J.D. Power surveys.
- Inspected standing inventory, sales centers, and all aspects of the communities for sales and marketability.
- Worked with Architecture to design and prototype new floor plans.
- Conducted market analysis to determine location, product, and price point for new communities.
- Responsible for hiring, training and motivating sales team for 13 communities.
- Conducted yearly performance reviews for all sales staff.
- Served as a liaison between Sales staff and Production department.
- Negotiated and reviewed all sales contracts presented to the builder.
- Spearheaded program to evaluate and move old inventory.
- Collaborated with Management team in developing new Website, on-site Sales Centers, Collateral and Model Homes.

On-Site Sales Agent

October 2005 – May 2006

Superb Properties - Atlanta, GA

June 2000 – October 2005

Winmark Homes - Swuanee, GA

December 1998 – May 2000

Superb Properties - Atlanta, GA

- Established and implemented sales office policies and procedures.
- Worked with Owner, Broker and Project Manager to establish standard features, options, price points, logos and advertisement branding for new communities.
- Organized and conducted weekly builder meetings with Project Managers, Broker, Sales Agents, and on-site builders.
- Responsible for all aspects of the sales agreement including contract presentation, option and decorator selections, lender updates, walks, and closings.
- Trained and supervised new agents.
- Created follow up system for prospective buyers and co-op agents, hosted educational seminars and social events.
- Designed and maintained sales collateral and marketing materials.
- Developed pre-close calendar to enable on-site builder to navigate smoothly through multiple closings.

- Assisted semi-custom home builder by doing punch out walks, ordering surveys, scheduling county inspections, and redlining all plan changes.

Owner/Manager

November 1993 – October 1998

Sami's Restaurant - Lilburn, GA

- Responsible for all advertising, daily accounting, payroll, quarterly and year end taxes, licensing, and code requirements.
- Negotiated all vendor contracts.
- Conduct and analyzed monthly inventory and P&L's.
- Planned menus and pricing for all special events.
- Hired, trained, and scheduled all front of house employees.
- Supervised the Chef and oversaw all seasonal menus, wine, and bar selections.

Operations Administrator

April 1988 – October 1993

1st American Rental - Lithonia, GA

- Liaison between 23 store managers, five District Managers, and the VP of Operations.
- Reviewed all past due accounts to determine charge off eligibility.
- Conducted store audits and stepped in as Store Manager during staffing changes.
- Handled all customer service issues.
- Compiled and processed all data for determining monthly and annual Employee, Manager and Store awards.
- Ran "Skip-Trace" processes to help find delinquent customers.

Owner/Office Manager

August 1982 – October 1987

Rincon Construction - Temecula, CA

- Solely responsible for all daily accounting, payrolls, job costs, quarterly, year-end, and payroll taxes.
- Responsible for scheduling four work crews.
- Responsible for estimating bids for the Mobile Home/Insurance repair division.

Education:

Hamline University, St. Paul, MN

Accounting Practices, Mount San Jacinto College, San Jacinto, CA

Advanced Career Training, Doraville, GA

Licensed GA Real Estate Broker

Licensed FL Real Estate Broker

Licensed FL CAM

Related Experience:

Secretary - Olde Peachtree Townhomes HOA

Lawrenceville, GA - August 2010 - present

Treasurer - Ormond Lakes HOA

Ormond Beach, FL - March 2015 – present

