

# JOHN TANKERSLEY

Winter Park, Florida 32789

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## PROFESSIONAL SUMMARY

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Experienced, successful, friendly, and personable leader who specializes in training and leading Marketing Teams to succeed in both office and in the field operations.

## SKILLS

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- Leading
- Communicating with real estate and mortgage professionals with messaging specific to their needs and the needs of their clients
- Public speaking
- Market planning and execution
- Teaching
- Organizing marketing events
- Time management
- Exceptionally responsive and accessible

## WORK HISTORY

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07/2019 to 08/2022 **Director of Marketing, Insurance Placement**

**Assured Partners** – Lake Mary, FL

- Created, developed, and maintained referral relationships with real estate and mortgage professionals to be a resource for them and their clients for insurance solutions for their real estate and mortgage closings.
- Employed marketing technique of directly engaging real estate and mortgage professionals in the field.
- Engagement in the field consisted primarily of creating and sponsoring marketing events, in person and virtual sales meetings, in person sales calls, and attending events as an affiliate member of professional mortgage organizations and real estate boards.
- Created and produced content pertinent to real estate and mortgage professionals regarding property insurance as it pertains to their transactions to be distributed through social media
- Consulted and advised Personal Lines Producers for the National Personal Lines Vertical for Assured Partners with emphasis on strategies for finding and engaging real estate and mortgage centers of influence specific to their region.
- Increased Assured Partners Personal Lines Production 5.2% year over year nationally

11/2004 to 07/2019 **President**

**Florida Insurance Specialists, LLC.** – Lake Mary, FL

- As an Equity Partner and President, grew Florida Insurance Specialists, LLC. (FIS) into a predominantly a personal lines agency with gross revenues over \$10,000,000 per year with over \$100,000,000 in insurance premiums and over 65,000 policy holders in Florida.
- As an independent insurance agency, FIS represented over thirty (30) plus property and auto insurance carriers in Florida.
- As an Equity Partner and President was actively involved in agency budgeting, profit margin, and Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) forecasting and planning.
- As part of agency leadership, FIS grew organically 10% plus per year during this time frame
- Successfully represented FIS in the field to real estate and mortgage professionals as a resource for insurance solutions for their client's real estate transactions

08/2001 to 11/2004 **Agency Owner**

**Tankersley Insurance Group, Inc.** – Winter Park, FL

- Created and Grew Tankersley Insurance Group (TIG) from a scratch independent insurance agency to revenues of \$370,000 annually with over 6,000 policyholders with only 6 employees and myself.
- Responsible for securing all agency property and auto carrier appointments.
- Established partnership with Frank Russo in November 2004, as equal shareholder, and created FIS with TIG as a member entity.

## **EDUCATION**

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12/1994

**Bachelor of Arts: Communications**

**University of Central Florida** - Orlando, FL

## **AFFILIATIONS**

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Mortgage Bankers Association (MBA)

Florida Association of Mortgage Professionals (FAMP)

Orlando Regional Real Estate Association (ORRA)

Greater Tampa Association of Realtors (GTAR)

Women's Council of Realty (WCR)

Business Networking International (BNI)

Certified Continuing Education Instructor with State of Florida for Real Estate Agents