Caleb Hollis

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My Key Qualifications

- **3 years in residential real estate** at Ebby Halliday Realtors, Dallas, from 2023 through today, closing 34 sides in 2025.
- **11 closed transactions** in 2025 came from repeat or referral clients, built on monthly CRM follow-up and post-close check-ins.
- Won **18 of 29 listing presentations** in 2025 using CMA-backed pricing strategy and neighborhood inventory analysis.
- Advised **22 buyers to executed contract** in 2025, averaging 1.6 offers per client on financing readiness, option periods, and inspection negotiations.
- Raised appointment set rate **from 14% to 21%** in 9 months by cleaning CRM stages and standardizing follow-up tasks.
- Day-to-day in **NTREIS MLS, DocuSign, Follow Up Boss, and ShowingTime** across buyer and listing work.
- **Texas Real Estate Sales Agent License** in good standing, issued by the Texas Real Estate Commission in 2022.

Experience

Real Estate Agent — **Ebby Halliday Realtors**, a North Texas residential real estate brokerage

Jan 2023 – Present · 3 yrs 10 mos

- Closed 34 sides in 2025 across resale and move-up segments by combining sphere outreach, open houses, referral follow-up, and rapid response to online inquiries.
- Won 18 of 29 listing presentations in 2025 using CMA-backed pricing strategy, neighborhood inventory analysis, and presentations tailored to each property.
- Helped 22 buyers reach executed contract in 2025, averaging 1.6 offers per client, by advising on financing readiness, option periods, offer terms, and repair strategy using current NTREIS inventory and comparable sales.
- Built repeat and referral business that produced 11 closed transactions in 2025, sustained by monthly CRM follow-up plans, home anniversary touches, and post-close check-ins.
- Raised appointment set rate from 14% to 21% over 9 months by cleaning CRM stages, standardizing follow-up tasks, and tracking call, text, and email touches by lead source.
- Manage buyer and seller clients from initial consultation through closing, coordinating with lenders, title companies, inspectors, appraisers, and internal support teams throughout escrow.

Leasing Consultant — **Greystar**, national multifamily property management firm

Nov 2021 – Dec 2022 · 1 yr 1 mo

- Raised prospect-to-application conversion from 22% to 31% over 10 months at a Class A multifamily community by reworking tour scripting, same-day follow-up, and objection handling on price and availability questions.
- Cut average first-response time on phone and internet leads from 4 hours to 75 minutes using structured call blocks, CRM task queues, and template-based email follow-up.
- Closed 58 signed leases during the 2022 peak season, coordinating tours, application follow-up, and document completion with prospects and onsite operations staff.

Education

- **Texas State University** — Bachelor of Business Administration in Management · 2017 – 2021

Skills

- **MLS & Transaction Tools:** NTREIS MLS, DocuSign, Follow Up Boss, ShowingTime
- **Residential Sales:** Comparative Market Analyses (CMAs), Listing Presentations, Buyer Representation, Negotiation, Texas Contracts, Pipeline Management

Certifications

- **Texas Real Estate Sales Agent License** – Texas Real Estate Commission (2022)