



# Marabel Pernicol

## Real Estate Virtual Assistant - Sales & Leasing Specialist

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### Profile

Detail-oriented Real Estate Virtual Assistant with 5+ years' experience supporting property owners, investors, and renters in Metro Manila. Skilled in property listings, lead generation, CRM management, appointment setting, leasing coordination, tenant screening, and documentation. Experienced assisting clients abroad by managing rental units, coordinating viewings, and ensuring smooth leasing processes. Strong background in pre-selling, resale, and distressed property sales. Known for responsiveness, accuracy, and reliable remote support.

### Professional Experience

#### RE/MAX ONE Philippines

Real Estate Salesperson

02/2025 – Present | Makati City, Philippines

- Coordinated viewings & handled inquiries
- Updated CRM & lead pipeline
- Negotiated between clients & landlords
- Managed leasing documentation

#### Self Employed

Freelance Real Estate Agent

02/2022 – 01/2025 | Metro Manila, Philippines

- Generated 30–50 qualified leads monthly via digital platforms and social media.
- Increased inquiry conversion by 40% through optimized listings.
- Managed tenant screening, move-in coordination, and leasing documentation.
- Provided full client assistance including property tours and negotiations.

#### Yanqing Realty Inc.

Sales Manager

06/2020 – 12/2021 | Makati City, Philippines

- Led and trained sales team to meet targets.
- Guided agents on market assessments and sales strategies.
- Prepared contracts and supported clients through reservation and documentation.

#### SM Development Corporation (SMDC)

Property Specialist

06/2018 – 06/2020 | Pasay City, Philippines

- Conducted property tours, sales presentations, and follow-ups.
- Assisted clients with reservations and contract processing.
- Coordinated buyer documentation with internal teams.

### Skills

**Real Estate Lead Generation:** (FB Marketplace, Online Platforms)

**CRM Management:** (Bitrix24, HubSpot, Trello, Notion)

**Appointment Setting & Follow-Up**

**Listing Coordination & Property Marketing**

**Tenant Management & Leasing Support**

**Transaction Coordination & Documentation**

**Comparative Market Research**

**Excellent English Communication**

**Google Workspace & Microsoft Office**

**Strong Organization & Attention to Detail**

### Languages

English

Tagalog

### Education

#### Bachelor of Science in Business Administration (Marketing Management)

The University of Manila

06/2013 – 03/2017 | Manila, Philippines