

SHANNON ROSE
KELLER WILLIAMS BAY AREA ESTATES
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CURRICULUM VITAE

As a Certified Real Estate Expert and neutral third party in Silicon Valley I have over 20 years negotiation experience. My real estate and venture capital backgrounds have afforded me the knowledge, experience and systems to effectively handle the sale of real property in Family Law cases, including high conflict and domestic violence.

As a licensed Realtor since 2004, my career has focused on providing trusted, expert representation in Real Estate transactions throughout Silicon Valley. Prior to attaining my real estate license, I was a controller for Angel Investors. I was the liaison between investors and start-up technology companies.

EDUCATION

- 1989-1994 - San Diego State University, Accounting / Marketing
- 2003-2004 - Real Estate Principles, Practice and Finance Courses
- 2004 to Present - Completed over 40 real estate courses including subject matter of Short Sales, Foreclosures, Property Valuation, Marketing, 1031 Exchanges, Investment Property Analysis, Purchase Contract
- 2005-2007 - Graduate Realtor Institute
- 2008 - Certified Distressed Property Expert Training
- 2008 - Legal Aspects of Real Estate Course
- 2012 - Real Estate Economics
- 2015-2018 - Expansion Systems Orientation (8 times) - Business Building techniques to expand into other markets
- 2016 - Property Management Course
- 2018 - Divorce Real Estate Institute – 40 Hour in-classroom training and 12 month continued education on Family Law and Real Estate
- 2019 - Real Estate Negotiation Institute - Beginning Real Estate Negotiations
- 2019 - Sacramento Collaborative Practice Group an IACP & CPCal Group – Two-Day Introductory Interdisciplinary Collaborative Practice Training

- 2019 - Illumni Institute – Master Class - 40 hour in-classroom training and 6 month continued education on Family Law and Real Estate
- 2020 - Real Estate Negotiation Institute - Mastery Real Estate Negotiations
- 2020 – Real Estate Mediation Specialist, REM-S – Basic Mediation Training. 40 Hour on-line training

HONORS AND AWARDS

- 2005 - Current - Annual and Monthly Recognition Regularly
- 2009 - Current - In the top 1% of Sales
- 2014 - Recognized as the #5 Team Nationally of the 150,000+ Keller Williams Agents

TEACHING EXPERIENCE AND INVITED LECTURES

Teaching

I teach and have taught courses both locally in Silicon Valley, statewide throughout California as well as on a national level to Realtors. Courses taught range from Negotiations, Marketing, New Agent Training, how to build Rapport, Lead Generation, Personality Profiling, Expansion Systems, all as it relates to Real Estate. The typical number of students ranges from 5-100.

March 2005 - November 2010 - Teaching Staff, KW Silicon Valley, Campbell CA
 June 2011 - November 2017 - Teaching Staff, KW Cupertino, Cupertino CA
 December 2017- Current - Teaching Staff, KW Bay Area Estates, Los Gatos, CA
 2012-2015 - Tom Ferry Real Estate Coach - Coached as many as 31 agents weekly from all over the nation, to help build their business.

Invited Lectures

August 2016 - Keynote Speaker, “Teams Re-worked,” Tom Ferry Summit
 September 2016 - Keynote Speaker, “Boomtown, Technology Re-vamped”, Boomtown Ignite Conference
 October 2018 - Keynote Speaker, “Team Domination Summit,” California Association of Realtors (CAR) REImagine Conference

PROFESSIONAL DESIGNATIONS

Senior Real Estate Specialist, (SRES)

National Association of Realtors

2005 - Current

Seniors Real Estate Specialists® or SRES® designees are REALTORS® qualified to address the needs of home buyers and sellers age 50+.

Certified Distressed Property Expert, (CDPE)

Charfen Institute

2006-2014

As a Certified Distressed Property Expert® (CDPE) I have a thorough understanding of complex issues in a turbulent real estate industry and knowledge of foreclosure avoidance options available to homeowners. CDPEs can provide solutions, specifically short sales, for homeowners facing market hardships.

Certified Luxury Home Marketing Specialist™ (CLHMS)

Institute for Luxury Home Marketing

July 2011 - Current

Members of The Institute who hold the CLHMS designation have **documented performance in the TOP 10%** of their residential markets and have successfully demonstrated their expertise in the luxury home and estate market.

Global Property Specialist (GPS)

Keller Williams Realty International

2014-2017

The Global Property Specialists Division (GPS) provides clients the opportunity to market their listings to an International marketplace. This division represents an exclusive group of International experts to help you reach International buyers – half a world away.

Certified Divorce Real Estate Expert (CDRE)

Illumni Institute

2018-Current

The Certified Divorce Real Estate Expert (CDRE) puts education first, and as such, we learn and we teach, so that family law communities nationwide are educated on real estate matters as they affect divorce and ultimately the family.

Certified Negotiation Expert (CNE)

RENI Institute

2019-Current

The Real Estate Negotiation Institute™ (RENI), is the leading negotiation training company serving real estate professionals across North America. Founded in 2005, RENI has emerged as the unchallenged leader in negotiating and representation training in the real estate industry in the U.S., Canada, and Mexico.

Real Estate Mediation Specialist (REM-S)

Divorce Lending Association

2020-Current

This 10-Section course satisfies most state and court mediation requirements as a mediator. Basic 40-Hour Mediation Training for Real Estate and Mortgage professionals.

Master Certified Negotiation Expert (MCNE)

RENI Institute

2020-Current

The Real Estate Negotiation Institute™ (RENI), is the leading negotiation training company serving real estate professionals across North America. The MCNE designation is awarded to students who successfully complete both the CNE Core Concepts course and the CNE Advanced Concepts course.

PROFESSIONAL AFFILIATIONS

2004-Present - Owner & Realtor of The Rose Group at Keller Williams Realty
Silicon Valley Association of Realtors, SILVAR
California Association of Realtors, CAR
National Association of Realtors, NAR
Santa Clara County Bar Association, SCCBA
Alameda County Bar Association, ACBA
San Mateo County Bar Association, SMCBA

COMMUNITY SERVICE

Next Door Solutions to Domestic Violence

2010-2012 - Served on the Board of Directors for Volunteers, San Jose
Provides proactive and progressive solutions to domestic violence in Santa Clara County. Offers services to individuals in abusive relationships including:

crisis intervention, counseling, legal assistance, emergency shelter for battered women and their children, and intervention program for batterers.

Junior League

Member, 2014-2015 - A charitable organization focused on making lasting community change. Junior League of San Jose (JLSJ) is an organization of women committed to developing the potential of women, improving the community, and promoting voluntarism through the effective action and leadership of trained volunteers.

Agent Leadership Council (ALC) - 2005-Current

The Keller Williams ALC is made up of the top 20% of agents in each office. This dynamic ‘board of directors’ is actively involved in the leadership decisions that make the office more profitable and productive. Their roles are to inspire, motivate, participate and listen. By having input from these associates, each office can tailor their strategies to thrive in all stages of the market.

KW Cares – 2005-Current

KW Cares is a 501(c)(3) public charity created to support Keller Williams associates and their families with hardship as a result of a sudden emergency. The charity is the heart of Keller Williams culture in action – finding and serving the higher purpose of business through charitable giving in the market centers and communities where Keller Williams associates live and work.

- The Ryan’s Well Foundation
- Homes for Our Troops
- The UT MD Anderson Cancer Center
- Katrina Relief
- Houston Relief

Santa Clara Bar Association - 2020-Current

Currently, sitting on a special task force for COVID-19. The entire Task Force consists of approximately 50-60 volunteers divided up into different divisions. Directly involved in Education and Community Outreach aiming to educate both the attorney population and the community involved in Family Law Division cases on how the courts are managing, holding conferences, hearings, appearances, etc. The committee was able to help orchestrate donations for the

local Superior Court for COVID-19 PPE items needed for the courts due to budget cuts.