Shannon Rose

Keller Williams Bay Area Estates
16780-A Lark Ave, Los Gatos, CA 95032
www.RoseGroupRE.com • 408-915-7024
DivorceRealtor@RoseGroupRE.com
DRE# 01422955

Curriculum Vitae

I am a Certified Divorce Real Estate Expert® (CDRE®) and have been recognized as an expert in Silicon Valley for the practice of real estate within the context of family law cases. I received my certification as a CDRE® from the Ilumni Institute. I am also a speaker in the Ilumni Speakers Bureau, where I educate family law attorneys on real estate matters that affect their clients, including strategies to protect equity in the home, and mitigating conflict throughout the real estate process.

As a neutral third party in both low and high-conflict divorce matters involving real estate, I am able to offer my objective. I have over 20 years negotiation experience. I have consulted, advised and facilitated the sale of real property, provided fair market valuations and I am trained to testify as an expert to the court. My real estate and accounting backgrounds have afforded me the knowledge, experience and systems to effectively handle the sale of real property in complex divorce matters.

Education

- San Diego State University, Accounting / Marketing 1989-1994
- Real Estate Principles, Practice and Finance Courses 2003-2004
- Completed over 50 real estate courses including subject matter of Short Sales, Foreclosures, Property Valuation, Marketing
- 1031 Exchanges, Investment Property Analysis, Purchase Contract 2004 to Present
- Graduate Realtor Institute 2005-2007
- Certified Distressed Property Expert Training 2008
- Legal Aspects of Real Estate Course 2008
- Real Estate Economics 2012
- Expansion Systems Orientation (8 times) - Business Building techniques to expand into other markets 2015-2018
- Property Management Course 2016
- Ilumni Institute (formerly Divorce Real Estate Institute) 40 Hour in-classroom training and 12 month continued

Education on Family Law and Real Estate. 2018
- 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
- Ilumni Institute – Master Class - 40 hour in-classroom training and 6 month continued education on Family Law and Real Estate 2019
- Real Estate Negotiation Institute - Mastery Real Estate Negotiations 2020
- Real Estate Mediation Specialist, REM-S – Basic Mediation Training. 40 Hour on-line training 2020

Honors and Awards

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

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.

Teaching Staff, KW Silicon Valley, Campbell CA Mar 2005 - Nov 2010

Teaching Staff, KW Cupertino, Cupertino CA Jun 2011 - Nov 2017

Teaching Staff, KW Bay Area Estates Dec 2017- Current

Tom Ferry Real Estate Coach-Coached as many as 31 agents weekly from all over the nation, to help build their business. 2012-2015

Real Property Matters in Divorce (CLE) 2022-2024

Orders, Terms, and Practices That Can Sink Your Clients Equity (CLE) 2024

Invited Lectures

Keynote Speaker, "Teams Re-worked", Tom Ferry Summit Aug 2016

Keynote Speaker, "Boomtown, Technology Re-vamped", Boomtown Ignite Conference Sept 2016

Keynote Speaker, "Team Domination Summit," California Association of Realtors (CAR) REImagine Conference Oct 2018

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) Million Dollar Guild

Institute for Luxury Home Marketing Jul 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)

Ilumni 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.

- Anatomy of Divorce
- Introduction to Divorce Court
- The Psychology of Neutrality and Bias
- The Ethics of CDRE's
- Qualifying as an Expert
- The CDRE Listing Model
- The Landscape of Divorce Finance
- How to Sell a House in Conflict
- CDRE Fair Market Valuations

Certified Negotiation Expert (CNE)

RENI Institute 2019-Current

The Real Estate Negotiation Institute™ (RENI), is the leadin 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

Owner & Realtor of Rose Group at Keller Williams Realty	2004-Current
Association of Realtors, SILVAR	2004-Current
San Diego Association of Realtors, SDAR	2022-Current
California Association of Realtors, CAR	2004-Current
National Association of Realtors, NAR	2004-Current
Santa Clara County Bar Association, SCCBA	2018-Current
Alameda County Bar Association, ACBA	2018-2022
San Mateo County Bar Association, SMCBA	2018-Current
San Diego County Bar Association, SDCBA	2022-2023
San Diego Family Law Bar Association, SDFLBA	2022-Current

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 2014-2015

Member. 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 2020-2021

Sat 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.

Santa Clara Bar Association 2021-Current

Currently, sitting on the education committee of the Family Law Division where we meet monthly to plan education events

geared towards attorneys and the family law community.

CASE STUDIES

Preparing Stagers, Closers, and Affiliates for Divorce Listings	2024
Extradition, Attempted Murder, and Bail Bonds	2023
Attorney Comms: Appointed vs Not Appointed	2023
The Perils of Pro Se/Pro Per Clients	2023
Boundaries, Thick Skin, and Leaving It at the Office	2023
Holt v. Brock: The Court-Appointed Realtor	2022
Dealing with Personal Property	2022
How to Use Tactical Empathy	2022
Seller in Possession	2022
Divorce Equity Buyouts	2022
The Perils of One Party on Title	2022
Clerk Signature and Deeds	2022
Collaborative Process in Divorce: The Niche within a Niche	2022
Testifying: A CDRE's Day in Court	2022
Navigating Through A High Conflict Pro Per Case	2022
Introduction to Divorce Court	2022

ATTORNEY CONTINUING EDUCATION COURSES

Birdnesting During Divorce: What Attorneys Need to Know	2024
Pros, Cons, and Ethics of Artificial Intelligence in Family Law	2024
Seven Tips for Defeating a Narcissist in Family Court	2023
Gray Divorce: Tips and Best Practices in Family Law	2023
Scenarios and Practice Tips for Cases Involving Special Needs	2023
Alcohol Use Disorder Protecting the Child's Best Interests	2023
Special Needs Children Caught in Family Law Litigation	2023
Cross-Examining the Hostile Witness: Your Inner Chatter	2023
Orders, Terms, and Practices that Sink Your Client's Equity	2023
Tips, Traps, and Current Trends in the World of QDROs	2023
The Weaponization of Technology and Social Media in Family Law Cases	2023
The Price of Success: Valuing Business in Divorce	2022
Strategies to Prevent Costly Tax Surprises in Divorce	2022

NFTs in Family Law	2022
The Case for Forgiveness	2022
Divorce Equity Buyouts	2022
Vocational Evaluations	2022
A Lawyer's Guide to Financial Asset Search and Discovery	2022
How Co-parenting Apps Help Practitioners Manage Their Child Custody Cases	2022
Navigating the Crossroads of Bankruptcy and Family Law	2022
Calming Upset Clients and Others with EAR Statements	2022

SKILLS

Negotiation | Empathy | Neutrality | Conflict Management | Patience