

# Henry Lederfeind

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## Professional Summary

Dynamic and detail-oriented professional with a diverse background in real estate, marketing, and business operations. Licensed Realtor in Florida since 2020 (License #SL3465662) with ongoing experience in residential sales, rentals, and investments. Skilled in managing transactions from contract to close, coordinating with clients, agents, lenders, and title companies. Strong knowledge of Florida's real estate market and compliance requirements. Experienced in commercial real estate marketing through leadership at The Rotella Group. Proven ability to streamline operations, solve problems creatively, and build strong client relationships. Proficient in real estate technology including MLS, RPR, Forewarn, ShowingTime, and other apps offered by the Florida boards.

## Relevant Experience

### Real Estate Sales Agent | Florida Licensed

2020 – Present | Florida, United States

- Represent buyers, sellers, and renters in residential real estate transactions.
- Coordinate contracts, inspections, negotiations, and closings.
- Work with title companies, lenders, and inspectors to ensure timely and accurate documentation.
- Provide client-focused service, generating repeat and referral business.
- Market and manage residential and investment properties including rentals and fix-and-flip projects.
- Use MLS, RPR, Forewarn, ShowingTime, and other Florida board tools to streamline transactions and client support.

### The Rotella Group | Marketing Director

April 2022 – April 2023 | Fort Lauderdale, FL

- Directed marketing for commercial real estate brokerage, rebranding digital and print materials.
- Managed listings on LoopNet, Crexi, and Brevitas.
- Executed email campaigns and social media strategies to increase visibility.
- Partnered with brokers to enhance engagement for commercial properties.

### Labitha LLC | Real Estate Investor

2019 – Present | Florida, United States

- Bought, renovated, rented, and sold residential properties exceeding \$1M in value.
- Specialized in fix-and-flip projects and long-term rental management.
- Oversaw budgets, improvements, and marketing for sales and rentals.

## Other Professional Experience

Kreativ Marketing | Marketing Consultant | 1996 – Present

Guinho's Confeções Ltda. | Sales, Logistics & Administrative Director | 1998 – 2018

KHS S.A. | Marketing Manager | 1994 – 1998

Dynacom Ltda. | Marketing Communications Specialist | 1991 – 1994

Banco Nacional | Marketing Intern | 1989 – 1990

## **Types of Transactions Managed**

Residential sales, rentals, investment properties, and experience in commercial real estate marketing.

## **Industry Experience**

5+ years in the real estate field, including 4+ years as a licensed Realtor in Florida and ongoing real estate investment activities.

## **Responsibilities**

- Coordinating contracts, inspections, and closings.
- Managing communication between clients, lenders, inspectors, and title companies.
- Marketing residential and commercial properties.
- Ensuring compliance with transaction documentation.
- Negotiating rentals and sales agreements.
- Leveraging MLS, RPR, Forewarn, ShowingTime, and Florida board applications to support clients and streamline processes.

## **Licensing Information**

Active Florida Real Estate License since 2020 (License #SL3465662).

## **State Coverage**

Provide Transaction Coordinator services across Florida.