

CAROL K. PLATT, CRB, CIPS, PKC, DIPC, AHWD, e-Pro®

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OBJECTIVE

Carol thrives on listening to her client's needs, hopes and dreams and putting those puzzle pieces together for solution-oriented transactions. She enjoys collaboration toward achieving impact and optimization. Her expansive experience in the real estate profession crosses the boundaries of commercial, agricultural, environmental and development land, and residential sales, plus both commercial and residential property management. In this business, that experience counts!

In addition to Carol's transactional experience, she has developed outstanding interpersonal, organizational and sales management, public relations, public policy advocacy and leadership skills, especially involving the fields of human resource management, developing strategic alliances and initiatives, fundraising, professional instruction and business and leadership training.

Whenever possible, Carol enjoys engaging her background in agriculture and natural resources in her endeavors.

PROFESSIONAL EXPERIENCE

President/Broker

Platt Legacy Properties, P.A. - Florida 2020-Present

- Commercial, Industrial, Residential and Land property sales, leasing, and management.
- Non-Profit Management Consultation
- Production Agriculture Leasing
- 1031 Exchange Properties
- \$50 million in transactions, \$500,000 annual revenues in commercial property managed.

Global Real Estate Advisor/Broker – North Carolina

Premier Sotheby's International Realty

- Commercial, Industrial, Residential and Land property Sales
- Sotheby's Concierge Real Estate Auction Division Co-operative Advisor

Partner

1986-Present

Kissimmee Park Properties & J Lazy S Cattle

- Family partnership specializing in cattle, citrus and sod
- Agriculture Operation was awarded the 2013 Environmental Stewardship award for region 7 by the National Cattlemen's Beef Association and the 2013 Florida Environmental Leadership Award by the Florida Agriculture Commissioner, Adam Putnam.
- Hosted the Farm Tour and Beef Cattle Education session with the American National Cattlewomen for the Dietician Convention in Orlando in 2014

Real Estate Asset Manager

2020-2023

Osceola County Board of County Commissioners

- Housed in the Public Works department, worked directly with the County Manager's Office and all department heads on non- eminent domain transactions, including acquisitions, dispositions, leasing, licensing, easements, temporary right-of-way easements.
- Property Management for all county owned real estate assets.
- Procurement Project Manager for Appraisal, Title Services and Real Estate Brokerage Service Vendors
- Consultant on NeoCity Leasing and Parcel Sales Agreements, SunRail Transit Oriented Development Agreements, Municipal/County/Private Sector Development Agreements, Osceola Heritage Park Leasing Agreements, including leases with USPS and USDA/NRCS.

Branch Manager/Broker-In-Charge

2017-2020

Crosby and Associates, Inc./National Land Realty, St, Cloud, FL

10 associates/#2 productivity of 4 branches

- Broker-in-charge providing recruitment, training, and coaching for sales associates and support staff members.
- Promotional events, community representation and sponsorship
- Selected Real Estate Brokerage Services Vendor for Osceola County Board of County Commissioners
- City liaison office for Stephens Plantation and Economic Development Opportunity Zone Summit

Association Executive & Governmental Affairs Director

2010 - 2017

Osceola County Association of REALTORS®, Inc., Kissimmee, FL

1,942 active members, 74 Affiliates, 8 employees, net assets \$1.6M, \$824,000 operational budget, MLS with 1,700 participants

- Direction, Coordination and Oversight of optimized Membership Services (Database, Multiple Listing Service, Supra EKeys, REALTOR® Store)
- Ensure operational adherence to bylaws, policies, Sarbanes-Oxley guidelines, antitrust regulations, professional standards and code of ethics
- Schedule and develop required and advanced continuing education and professional development certifications, designations, and seminars within a diverse industry framework
- Provide insight and direction into fiscal forecasting, transparency, and integrity toward meeting the strategic plan, as established by the Board of Directors
- Establish strategies and develop promotions that advance and articulate public policy
- Build community and business alliance partnerships
- Investigate and resolve professional and interpersonal issues between staff, committees, leadership, vendors and instructional personnel
- Organize and conduct membership orientation and leadership development programs
- Recognitions: 2010/2011/2012 AE Achievement Bonus, 2010/2012 NAR Convention Co-Branding & Marketing Awards, 2013 Gold Global Alliance Council Award, 300%+increase in web & social media traffic, 50% association net worth increase, 200% increase FPC/Key Contact involvement, \$15,500 NAR Grants 2011-2013

Broker Associate

2002 - 2010

Crosby and Associates, Inc., Winter Haven, FL

- Selling, leasing managing and marketing of Central Florida residential, commercial, and agricultural properties.
- Coordinated investment due diligence processes and governmental regulatory requirements

President

1986 - 2010

CKS Properties, Inc.

- Managed investment holdings including two retail stores, increasing sales by 80% in a two year period and winning the Florida Today “Best” Award for Western Corral in 1990.
- Supervised a support and sales staff of 14 for complete project marketing management for Melbourne Harbor Joint Venture, Egret’s Cove, Riverhouse and Tortoise Island Phase III & IV.
- Received the Management Achievement Award from Melbourne Harbor Joint Venture for meeting sales goals under budget by 75% from the previous sales year

TECHNOLOGY PROFICIENCIES

Microsoft Office (Word, Excel, PowerPoint and Outlook), QuickBooks, Google Docs

Social Media – Facebook, LinkedIn, X, Instagram

EDUCATION**Master of Science in Higher Education - College Administration and Leadership**

December 2012

Kaplan University

- GPA 4.0, Alpha Beta Kappa Honor Society,
Kappa Delta Pi International Honor Society in Education

Relevant Courses

Laws & Regulations, Finance, Organizational Governance, Strategic Planning, Multiculturalism & Diversity, Institutional Research

Bachelor of Science in Business Administration – Human Resources

March 2010

Kaplan University

- GPA 4.0, Sigma Beta Delta Honor Society, Golden Key International Honor Society,
President’s List

Certificate in Non-Profit Management

May 2012

University of Chicago - Graham School of Management

Additional Training and Certifications

- North Carolina Broker Licensure 2024
- Dubai International Property Consultant Designation. 2019
- Platinum Key Certification – Orlando Regional REALTORS® 2018
- Certified International Property Specialist 2017
- NAR & Florida REALTORS® Association Executive Institute RCE Designation 2010/11/2012/2013
- NAR Governmental Affairs Director Institute 2010 & 2011
- E-Pro Certification (Electronic Media Professional) 2010
- CIPS Global Programs for Associations 2013
- Red Cross CPR & AED Certification 2011,2013

- At Home with Diversity Certification 2013
- Young Farmer & Rancher Couples Training Graduate I&II 1992
- Certified Real Estate Brokerage Manager 1986

MEMBERSHIPS, COMMUNITY AND PROFESSIONAL SERVICE

Orlando Regional REALTORS® Association

Florida REALTORS® Association

Canopy REALTORS® Association

North Carolina REALTORS® Association

American National Cattlewomen's Association

Florida Cattleman's Association

Silver Spurs Riding Club, Inc. (Silver Spurs Rodeo)

IRISE Ministries Lifetime Achievement Award 2025

National Association of REALTORS®, Inc. AE Magazine Editorial Board 2012

South Central Advisory Board – Central Florida Partnership

Society of Human Resource Managers

Chambers of Commerce – Florida, Kissimmee/Osceola, St. Cloud

Former Chair of the Florida Association of Community College Trustees

Former Chair of the Polk Community College Board of Trustees

Former Member of the National Association of Community College Trustees Policy Council

Former President East Polk County Association of REALTORS®

EPCAR Marlene Duffy Young Outstanding Political Achievement Award

Florida REALTORS® Friends of RPAC Ruby Award, 2011,2013,2024 & 2025 Sterling R Major Investor

Former Florida REALTORS® Director, Current Member of Global Alliance & Public Policy Think Tanks

Former Member of the Osceola County Board of Adjustments

Former Chambers of Commerce – Frostproof (Economic Research), Kissimmee/Osceola (Historical and Eco-Tourism), South Brevard (Economic Development Council, Committee of 100, Marine Resources)