

# CAROL BOUSQUET

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## RESIDENTIAL REAL ESTATE

**Real Estate Sales / Comparative Analysis Reports / Market Forecasting / Marketing / Advertising  
Media / Communications / Sales Process Management / Public Relations / Event Planning  
Training & Development / Relationship Building / Community Outreach / Leadership**

Results driven and successful REALTOR<sup>®</sup> with proven accomplishments in sales, marketing, and public relations. Strong communication and interpersonal skills. Committed to the highest ethical standards. Licensed in MA & NH. Clients' testimonials: "honest, enthusiastic, aggressive, knowledgeable, friendly, goes the extra mile," and "listens."

REALTOR<sup>®</sup> specializing in *The Back Roads and Main Streets of Nashoba Valley*, the suburbs surrounding Greater Boston.

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## AREAS OF EXPERTISE

### Real Estate

- As a successful and licensed REALTOR<sup>®</sup>, represent buyers and sellers of single/multi-family homes, condominiums and land, achieving results in record time and always exceeding clients' expectations.
- Develops detailed comparative analysis reports and sales forecasting plans for both buyers and sellers, liaising with both to integrate the needs of each and ensure satisfactory transactions, while always maintaining the highest ethical standards for myself, clients and representative organization.
- Established comprehensive links to web site, providing clients with on-line, easy-access, and up-to-date information about thousands of properties, mortgage calculations, published research and town demographics.
- Launched a high-profile and successful public relations initiative, through participation in civic and business activities, to expand communications with communities and client network. Built a results-oriented reputation, increased client base and sharply increased sales.
- Executes effective and aggressive marketing and advertising campaigns, defining a chronological, step-by-step marketing program which distinctively promotes each home, always selling at maximum price in the shortest amount of time.

### Marketing & Sales

- Managed the complete sales cycle process of three master communities, oversaw profit & loss responsibility, increased sales, and expedited retention for over one thousand homes.
- Established policies and procedures of property management, supervised sales and maintenance staff, developed organizational infrastructure, and created cooperative working relationships between home owners and association leadership.
- Directed all aspects of an established non-profit industry association, including annual conventions, membership promotions, finance and board meetings. Marketing efforts doubled national membership and led expansion into international memberships in only two years.
- Spearheaded and created a new and successful marketing and advertising program for a major international manufacturing company. Doubled sales the first year, tripled sales the second year, and consistently doubled sales each year thereafter.

**Media/Public Relations**

- Managed over 80 mini-TV sites throughout Europe and the Middle East, making significant contributions to innovative programming, promotions, publicity, creative services and operational leadership. Produced and designed programs and news broadcasts, delivering substantial audience growth and network identity.
- Recognized and rewarded for being outstanding instructor teaching Air Force Cadets all facets of television production. Air Force Academy Dean of Faculty Outstanding Non-Commissioned Officer of the Year.
- Produced multi-day, city-wide festivals, as Events Planner for the Mayor's Office, with full responsibility for all logistics, including planning, event coordination, staffing, budgeting and advertising.
- Partnered with many civic and community groups to recruit diverse volunteers and plan quality-focused events. Expanded community outreach and created new and successful program for minority student artists.

**WORK HISTORY**

<b>REALTOR®</b> , RE/MAX Walden Country, Coldwell Banker Residential Brokerage	2002-Present
<b>Marketing &amp; Business Development Manager</b> , Digital Media Services, Groton, MA	1999-2001
<b>Executive Director</b> , American Loudspeaker Manufacturers Assoc., Groton, MA	1997-1999
<b>Sales &amp; Marketing Development Manager</b> , Ferrofluidics Corporation, Nashua, NH	1991-1997
<b>Sales &amp; Marketing Manager</b> , The Flatley Company, Braintree, MA	1988-1991
<b>Instructor/Producer</b> , United States Air Force	1981-1988
<b>Event Planner</b> , Mayor's Office for Cultural and Community Affairs, Springfield, MA	1979-1981

**EDUCATION**

<b>Regis University</b> , Denver, CO	Bachelor of Science, Business Administration
<b>Holyoke Community College</b> , Holyoke, MA	Associate Degree, Liberal Arts
<b>Air Force Community College</b> , San Antonio, TX	Associate Degree, Public Affairs

**PROFESSIONAL TRAINING**

Coldwell Banker Specific Training  
 WCR LTG Course: Personal Power/Professional Results  
 Real Estate Buyer's Agent Council: Innovative Marketing  
 The National Association of Realtors: Home Improvement/Lead Paint, Risk Management

**PROFESSIONAL ASSOCIATIONS**

Women's Business Network  
 Nashoba Village Condo Association  
 Nashoba Valley & Middlesex West Chambers of Commerce  
 Business Network International, 495 Referral Network, Founder  
 Women's Council of REALTORS®, President-elect, Central Middlesex Chapter

**CIVIC/COMMUNITY ACTIVITIES**

WomenFest, Founder & Organizer  
 Groton Build Habitat for Humanity, Organizer & Fundraiser  
 Groton Town Government Growth Management Committee (1999)  
 Selected as Nashua YWCA Distinguished Woman of the Year (1996)  
 Womankind's Financial Literacy Project for Women, Area Coordinator  
 Girls Incorporated (Girls Club), Nashua, NH, Board of Directors, 1994-1997