

Christopher S. Ketchel

Lifelong Real Estate Career Path

Always striving to learn additional techniques that further a better understanding of growth and development trends, resulting in adding value to properties.

"Chris has the unique ability to find exactly what we are looking for!" - Larry Back

Raised in the construction business from the age of 12, Chris has physically built, managed, designed, developed, and sold real estate. He has most recently added to his skillset by creating an advertising-publishing network based on in-depth real estate marketing research.

Broker-Owner: PrimeNC.com 2001-Present

Internet Marketing

- Implemented over 30 websites that achieved high volumes of traffic
- Tracked website traffic through analytics programs
- Integrated social media programs into marketing strategy
- Developed content structures that maximize search engine visibility
- Researched and evaluated business models for keyword marketing

Data Research

- Created a data gathering system covering North Carolina
- Tracked, maintained, and disseminated detailed data sets
- Analyzed relationships, and produced insights about patterns
- Documented and prioritized specific outcomes resulting from data
- Improved market statistical methodology for the local market

Land Development

- Developed over 100-acres of raw land for both residential and commercial uses
- Performed land use and market feasibility studies
- Wrote applications and acquired entitlements for land development
- Prepared financial models / proformas on potential land purchases

Broker-In-Charge

- Coordinated the closing of over 100 properties
- Showed properties and negotiated detailed contracts
- Conducted property market valuations and due diligence
- Created and implemented marketing campaigns

Christopher S. Ketchel

Residential Construction

Project Manager: **Robuck Homes, Torrey Homes, Pulte Homes** - 1998-2001

- Managed the construction of over 200 new homes
- Directed and controlled the daily operations of large subdivisions
- Supervised the installation of neighborhood infrastructure
- Organized product specifications, competitive bidding, and work agreements

Framing Contractor: **Sketch Construction, Outdoor Designs** - 1989-1997

- Physically built over 500 framing projects
- Optimized the efficiency of material and labor inputs
- Created detailed architectural plans and specifications
- Produced spreadsheet estimates, submitted bids, and contracted for projects

Superintendent: **Sunstar Homes, Fortis Homes, Anderson Homes** - 1985-1988

- Accomplished prescribed scheduling deadlines and cost controls
- Rescued "incomplete and behind schedule" new homes
- Satisfied upset customers with structural deficiencies and warranty problems
- Interfaced with management, customers, inspectors, suppliers, and subcontractors

Education, Certifications, and Licenses

- Web Development: Wordpress, PHP, HTML, CSS
- Open Office: spreadsheet, database, document, presentation
- Licensed Real Estate Broker, North Carolina (current)
- Kent State University – Urban Studies, Real Estate (4 years)
- McDowell Senior High School – Architecture Courses and Internship

Key Skills

- Strong quantitative, analytical and problem solving abilities
- Strong interpersonal, communication, and listening skills that build rapport
- Excellent time management and organization skills with an ability to multi-task

Community Service

- Transportation Plan Committee Member
- Land Use Plan Committee Member
- Strategic Plan Development Contributor
- Chairman County Appearance Commission