



Mayor of Providence

Jorge O. Elorza

February 26, 2015

Honorable Members
Providence City Council
City Hall

Dear Honorable Members:

Pursuant to Sections 302(b) and 1009 of the Providence Home Rule Charter of 1980, I am this day appointing Sussy Deleon of 54 Seaview Avenue, Cranston, Rhode Island 02905, as a member of the Providence Economic Development Partnership for a term ending on June 30, 2015. Ms. Deleon replaces James Salome who resigned.

Sincerely,

A handwritten signature in black ink, appearing to be "J-O-E", followed by a horizontal line.

Jorge O. Elorza
Mayor

IN CITY COUNCIL

MAR 05 2015
READ
WILL OF THE CITY COUNCIL TO THAT
THE
A handwritten signature in black ink, appearing to be "Linda H. ...", followed by the word "CLERK".
CLERK

Sussy Deleon

54 Seaview Avenue, Cranston, RI 02905

Phone: 401-331-8855

Email: sussydeleon@yahoo.com

www.SussyDeleon.com



Summary of Qualifications

A business leader with an exuberant entrepreneurial spirit, Sussy De Leon is an experienced executive with a proven record of building successful enterprises. Sussy owns and operates several businesses based in Providence, Rhode Island including a RE/MAX real estate franchise that has produced over \$100 million in sales in seventeen years. She also owns Acquire Realty, an investment company, and Piñata Center and La Tiendita Boutique, through which she imports Guatemalan products for sale to stores across the United States.

Her commitment to ensuring a superior level of customer service, her keen ability to manage and motivate a team of employees and her creative approach to developing unique and effective sales and marketing strategies have earned Sussy multimillion dollar sales in her businesses and a place on the list as one of Rhode Island's most highly respected business executives. Earning numerous awards for her high achievement regionally and nationally, Sussy is an expert in capitalizing on market potential and building profits by developing and executing strategic marketing plans and driving revenue growth in competitive business environments.

Sussy began her career in 1989 as department manager for Cobre S.A. in Guatemala. She worked as a reporter and sales person for both *El Especial Newspaper* in Miami, Florida and *Presencia Newspaper* in Providence, Rhode Island from 1993 through 1995. She also worked as a translator and office assistant for D'Ambrosio Law Offices in Providence before pursuing her dream of being a business-owner.

After working in the real estate business as an agent, Sussy DeLeon purchased a Providence RE/MAX franchise in 2001. Already a top-selling agent, Sussy immediately went to work implementing a new strategy to build a superior team and increase sales. Today, she employs a team of highly motivated agents and continues to produce multimillion dollar sales annually. RE/MAX New Horizons has earned recognition as the third top selling real estate team in Rhode Island by the Greater Providence Board of Realtors and has posted a 400 percent increase in sales since its inception.

A native of Guatemala, Sussy made assisting immigrant families in the purchase of homes her priority. To better serve her multicultural clientele, Sussy hired bilingual agents. She was also the first real estate executive to request and work with the Rhode Island Association of Realtors to translate contracts, disclosures, and other key documents into Spanish.

Always looking for new business opportunities, Sussy opened The Piñata Center. Located in Providence, the company imports Guatemalan piñatas for sale to party stores across the United States. Through her foresight and leadership, the company established import licenses, contracted with local artisans in Guatemala and Providence, created a sales and marketing plan to distribute products nationally using web based media, purchased a warehouse, and is now expanding its sales team.

Sussy DeLeon also is the owner of La Tiendita Boutique in Providence, Rhode Island. La Tiendita imports and sells authentic handcrafts and products made by talented artisans from different regions of Guatemala. Additionally, La Tiendita works closely with many Mayan women's associations. La Tiendita has helped invest into the economic and social integration indigenous people of Guatemala.

Sussy De Leon is an influential businesswoman in Providence, Rhode Island. She served on the Board of Trustees for the Greater Providence Chamber of Commerce, the largest business group in the state. Additionally, she advised the governor on business issues and acted as an ambassador to bring in new business prospects while serving on the Rhode Island Commadore. She has been a member of many business and civic organizations and was past president of the Greater Providence Board of Realtors.

Professional Experience

RE/MAX NEW HORIZONS

Providence, RI

Broker/Owner, 2001-Present

Sales Associate, 1997-2001

Acquired full ownership rights in 2001 and implemented aggressive advertising, business expansion, and multicultural staff recruiting programs to establish a high profile, competitive market presence.

- Holds full profit-loss responsibilities and management autonomy to direct business operations for this prominent real estate agency.
- Provides consultative expertise, guidance and training to mentor sales agents with a strategic goal of ensuring the achievement of sales productivity objectives at all levels.
- Performs comparative analysis to determine competitive market prices.
- Assesses client housing needs/budgets, pre-qualifies buyers, and conducts effective presentations for the sale of residential and commercial properties.
- Acts as an intermediary in price negotiations. Revises contract language and drafts purchase offers, purchase-sale agreements, lease agreements, and related addenda.
- Serves as liaison between lawyers, lenders, title company representatives, buyers, and sellers to resolve problems and expedite closings.
- Authored and promoted a real estate informational magazine.
- Hosted a local radio talk show on real estate issues.
- Pioneered the plan and led the initiative to improve real estate services to the Spanish-speaking community in the greater Providence area.
- Expanded real estate listing base and optimized co-broking potential to achieve strong and measurable revenue gain as one of the leading RE/MAX sales associates in New England.
- Championed the proposal to have the Rhode Island Association of Realtors translate real estate contracts, disclosures and other key documents in Spanish.

THE PIÑATA CENTER & LA TIENDITA BOUTIQUE

Providence, RI

Owner/ Operator, Founded, 2006

Created a piñata import business and partnered with a team of skilled Guatemalan artisans to design and produce high quality, hand-made piñatas that are sold to gift and party franchises across the United States.

- Created and established a piñata importing business.
 - Developing sales and marketing strategy to build business.
 - Creating web presence for the company.
 - Present information to prospective buyers for resale of piñatas through marketing analysis and collateral.
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Past Affiliations and Professional Memberships

- ***Rhode Island Commodore:*** - A group of business leaders that support the government and represent Providence businesses.
- ***Greater Providence Chamber of Commerce: Board of Trustees*** - Through its 45-member board of directors, the Chamber helps member businesses and organizations of all sizes grow and prosper in Rhode Island.
- ***Greater Providence Board of Realtors: Past President*** - Serves members by developing and promoting programs and services that enhance the ability of Realtors to conduct their individual businesses successfully, ethically and professionally.
- ***Hispanic-American Chamber of Commerce: Board Member*** - Advocates, promotes and facilitates the success of Hispanic businesses in Rhode Island.
- ***Rhode Island Association of Realtors: Member, Past State Secretary, Cultural Diversity Committee Co-Chair*** The Rhode Island Association of REALTORS exists to facilitate members' ability and opportunity to conduct their business ethically and competently.
- ***Providence Public Library: Board of Treasurers*** - The Providence Public Library is a private, non-profit corporation providing public library services to the City of Providence and the State of Rhode Island.
- ***Childhood Lead Action Project: Board Member*** - Works to eliminate childhood lead poisoning in Rhode Island through education, parent support and advocacy.
- ***National Association of Realtors: Member*** - Working on behalf of America's property owners, the National Association of Realtors provides a facility for professional development, research and exchange of information among its members to become more successful and profitable
- ***National Association of Realtors: Cultural Diversity Committee***-Today's real estate markets are changing rapidly, and to prosper Realtors continue to need new skills for handling transactions that involve minority buyers and or sellers

Education and Training

- ***RE/MAX RI, REMAX NE, RE/MAX INTL:*** Real Estate courses
- ***Rhode Island Association of Realtors:*** Real Estate related courses
- ***Mariano Galvez University:*** Guatemala City, Guatemala - Business and Business Administration related courses
- ***Brown Language Center College,*** Guatemala City, Guatemala - Diploma, Bilingual Secretary

Licensures & Specializations

Rhode Island Real Estate Broker's License ***Seller Representative Specialist (SRS)***

Rhode Island Real Estate Sales License ***Going Green Designation***

Certified Buyer's Representative (CBR)- ***At Home with Diversity - PPS Historic House Specialist***

Counsel of Residential Specialists (CRS) ***Accredited Commercial Professional***

Awards and Recognition

BUSINESS AWARDS

Awarded by GPBOR, REMAX, and various real estate clubs

- ***Circle of Sales Excellence Award - GPBOR***
- ***Sales Excellence Award - GPBOR***
- ***State & Regional Chairman Award - REMAX RI, REMAX NE***
- ***Hall of Fame Award - REMAX RI, REMAX NE***
- ***Multi-Million Dollar Award - GPBOR***
- ***State & Regional Platinum - REMAX RI, REMAX NE***
- ***#1 Individual Multi-Million Dollar Sales Award GPBOR#1 RE/MAX agent - REMAX RI, REMAX NE***
- ***100% Club - REMAX RI, REMAX NE***
- ***President's Club - REMAX RI, REMAX NE***

CIVIC AWARDS

- ***Realtor of the Year - GPBR - Outstanding Service and Contribution to the Real Estate Profession***
 - ***Sterling "R" Contribution - Rhode Island Realtor Political Action Committee***
 - ***Providence Business News "40 Under Forty" Outstanding Individual Award***
 - ***Certificate of Appreciation - GPBR - Cultural Diversity Committee***
 - ***Appreciation Award - GPPC - Board of Directors***
 - ***Influential Hispanic Person Award - New England - Imagine Hispana Magazine***
 - ***Minority Small Business Person of the Year - United States Small Business Administration with recognition from the United States Senate, Office of the Lieutenant Governor and Office of the General Treasurer***
 - ***Hometown Hero Award - National Association of Realtors, - featured in Realtor Magazine***
 - ***Certificate of Special Congressional Recognition - U.S. House of Representatives***
 - ***Extraordinary Woman Award - presented by Governor Lincoln Chafee***
 - ***Hispanic-American Small Business of the Year Award - Rhode Island Hispanic American Chamber of Commerce***
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