



RESUME OF ANTHONY BACA

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BUSINESS DEVELOPMENT LEADER:

Charismatic and engaging professional with the ability to articulate and present compelling value propositions across various business channels. 23+ years of experience as a top performer, consistently meeting and exceeding sales goals. Polished communicator and team player, with proven ability to develop and maintain B2B and B2C relationships with key decision makers. Excellent negotiator and problem solver, active listener, and proven ability to think beyond the conventional to provide viable solutions to customers. Excellent knowledge of loan programs and underwriting processes and the overall mortgage and manufactured/modular home industries.

HIGHLIGHTS:

- Team Leadership / Development
- Mortgage/Loan Products
- Loan Origination
- Federal Regulatory Compliance
- Purchasing/Refinancing
- Lead Generation Management
- FHA/FNMA / FHMC / VA Programs
- Market Share Leadership
- Sustainable Business Relationships

PROFESSIONAL EXPERIENCE:

07/2020 TO PRESENT APACHE MILL TAILINGS USA, INC.

DIRECTOR / TREASURER

06-2019 TO 03-2020 CROSS COUNTRY MORTGAGE

NATIONAL SALES MANAGER/BUSINESS DEVELOPER

MH Lending - Las Vegas, NV

- Led expansion of the Manufactured Home Loan Division by leverage extensive industry relationships and developing new B2B and B2C relationships.



- Developed marketing collateral by creating a marketing video and materials directed to 2,700 dealers and 200 dealer associations.
- Created sales pipeline that grew from \$5 million to over \$140 million through development of marketing collateral, networking, cold calling, and customer referrals.
- Penetrated new territories and increased market share by developing business within 300 Cross Country Mortgage Branches.

12/2018 – 3/2019 BUSINESS DEVELOPMENT MANAGER MH LENDING

Mann Mortgage - Las Vegas, NV

- Headed expansion of newly established Manufactured home loan construction lending division
- Contributed to development of collateral materials for loan programs, created a marketing video, CRM with over 400 account contacts.

8/2018 to 10/2018 BUSINESS DEVELOPMENT MANAGER – MANUFACTURED HOMES DIV.

Thrive Mortgage | Georgetown, TX

- Headed expansion of newly established Manufactured Home Loans Division including expansion construction loan product listing including one-time close FHA/VA/USDA and two-time close conventional and reverse loans.
- Helped develop collateral materials for loan programs including creation of a marketing video.
- Utilized CRM for over 400 account contacts and established relationships by attending industry functions and by presenting to small and large groups of industry professionals.
- Boosted loan volume within one month of launch, establishing relationships with the largest manufactured home dealer in California.

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11/2017 to 8/2018 BUSINESS DEVELOPMENT MANAGER

Cascade Financial Services | Gilbert, AZ

- Traveled approximately 90% of the time to develop new business and maintain existing business relationships. With manufactured home dealerships in five western states.
- Developed active relationships with approximately 200 manufactured home dealers.
- Drove approximately 200 loan applications monthly to in-house loan officers with 35 %+ approval rates.
- Trained dealer sales and management staff on loan products and submission processes and provided access to corporate decision-makers.
- Attended regional manufactured home conventions, set up displays and manned promotion booth.

3/2015 – 11/2017 LICENSED MORTGAGE AGENT

Platinum Home Mortgage / High Tech Lending Low VA Rates / South Wind Financial Services

- Generated new business through presentation of mortgage products to customers and follow-up to close.
- Researched credit histories of clients to determine feasibility for lending and underwriting.
- Identified needs of customer and assist clients in selecting financial products based on budgets and needs.
- Created and delivered presentations to clients to educate them on financial products.
- Assisted clients in solving loan problems by sourcing suitable options.
- Interpreted and explained loan terms and conditions to borrowers.

6/2015 – 6/2016 CANDIDATE FOR NEVADA STATE ASSEMBLY

- Directed campaign, mustered volunteers, outreach activities included, canvassing neighborhoods, knocked on nearly 900 doors, hosted events and fundraising activities.



1/2010 – 5/2014 INDEPENDENT BUSINESS CONSULTANT

- Assisted a diversified range of businesses improve productivity and profitability levels by understanding marketing, competition, business environments, and client strengths and weaknesses.
- Designed and implemented strategic business plans to expand the client's customer base and presence.
- Presented, promoted, and sold services based on cost benefit and needs analysis.
- Developed sales efforts based on analysis of market potential and competitive analysis.

1/1996 – 12/2010 CONTRACT LOAN OFFICER / DIVISION MANAGER / VICE PRESIDENT

- Launched branch office operations including recruitment, hiring, and training branch personnel.
- Coached team members in sales techniques, loan origination, and regulatory compliance requirements.
- Managed day-to-day sales activities and defined targeted goals.
- Served as face of the branch in interactions with local businesses and organizations.
- Developed and implemented strategies to meet the continuous needs for the growth of the business.

2007 – 2010 PRESIDENT - LIFE INSURANCE BROKERAGE First Summit, LLC

- Created a ground-up retail insurance brokerage business with a focus on premium financial life insurance and annuity sales.
- Educated customers on products and services that suited their individual financial needs.
- Maximized growth and client retention through superior customer service.
- Developed accounts and cross sold available products and services.

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MEMBERSHIPS AND COMMUNITY SERVICE:

- California Manufactured Homes Institute
- Arizona Manufactured Homes Association
- Western Manufactured Housing Communities Association
- Supporter – Nevada Veterans Organizations
- Executive Member, The Real Chamber of Commerce

LICENSES:

- Mortgage Agent License NMLS #949946, Nv, Ca.

TECHNICAL SKILLS:

- MS Office Suites – Word, Excell, Power Point, Outlook, Loan Organization software, Encompass, Point.