

Ritu Malhotra

Senior Sales Manager, Residential Projects

Gurugram, Haryana · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Real estate sales professional with nine years in premium residential sales across the Golf Course Extension and Dwarka Expressway corridors. Has closed more than ₹600 crore in bookings for developers and channel partners, leads site teams during launches and handles NRI buyers. Registered with HARERA and experienced in payment plans and possession handovers.

SKILLS

Project launches · Channel partner management · NRI client handling · Premium residential sales · Payment plan structuring · Sales team leadership · Negotiation · CRM and pipeline reporting

EXPERIENCE

Senior Sales Manager — Mid-sized residential developer, Gurugram

4 years · current

- Lead a team of 12 sales executives across two project sites, closing ₹340 crore in bookings over four years.
- Sold 85 percent of a 320-unit launch within six months by coordinating channel partners, events and pre-launch expressions of interest.
- Built an NRI desk with video walkthroughs and time-zone friendly calls, adding 60 overseas buyers.
- Cut booking cancellations to under four percent by explaining payment plans and possession timelines clearly before each booking.

Associate Director, Residential Sales — International property consultancy, Gurugram

3 years

- Advised about 150 buyers on premium apartments and builder floors, closing deals worth ₹210 crore.
- Negotiated bulk inventory deals with three developers, securing better pricing for investor clients.
- Trained new consultants on RERA disclosures, carpet area calculations and stamp duty estimates.

Sales Executive — Local real estate brokerage, New Delhi

2 years

- Handled resale and rental deals in south Delhi, building a referral base of landlords and repeat tenants.
- Closed 45 rental agreements and 12 resale transactions, checking ownership papers and society no-objection letters for each.

- Maintained a listing register of 200 properties with updated rents, keeping the office's inventory accurate for callers.

EDUCATION

MBA (Marketing) — Private business school, Noida

B.A. (Economics) — Central university college, New Delhi

CERTIFICATIONS AND REGISTRATIONS

- Registered real estate agent, Haryana Real Estate Regulatory Authority (HARERA)
- Certificate in Real Estate Management, private institute

PROJECTS

- Launch playbook — documented the launch process for site staff, channel partners and events, reused for two later projects

LANGUAGES

English · Hindi · Punjabi