

Red Hilton
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Professional Summary

Experienced real estate professional with 30+ years in relationship-based sales, known for high client retention, agent development, and strategic training. Specializes in coaching agents, designing high-impact educational programs, and driving business growth through financial literacy, marketing, and client retention strategies. Proven track record of boosting agent performance and client success through personalized, actionable guidance. At NeighborWorks® America, led the launch of a mission-aligned brokerage supporting affordable homeownership, integrated financial literacy and housing education into real estate operations, and served on the Board to guide strategic growth and community impact. Proven experience that reflects a deep commitment to equitable housing, nonprofit collaboration, and values-driven development.

Real Estate Agent, Coach, and Mentor 1994 – Present

eRealty Advisors Inc. Boston– Success Coach *January 2023 – Present*

- Provide strategic coaching to 600+ agents across 8 states, combining core real estate training with education on equitable housing initiatives, financial literacy, and community-focused development
- Design and deliver group programs and one-on-one coaching to build agent capacity in mortgage financing, underwriting fundamentals, and leveraging public and private tools such as down payment assistance and first-time homebuyer programs
- Create customized action plans that align agent growth with client success, community impact, and values-driven practices
- Collaborate with leadership to align training with organizational goals for equity and community impact while mentoring agents on sustainable business growth, branding, and marketing systems
- Facilitate workshops on relationship-based sales, client trust-building, and community engagement to expand access to homeownership for underserved populations

NeighborWorks® America – Director of Real Estate, Agent, & Board Member *Massachusetts*

- Spearheaded NeighborWorks® America's Massachusetts-based real estate brokerage, developing it from the ground up to support the nonprofit's strategic housing initiatives
- Aligned brokerage operations with mission-driven goals to increase access to homeownership and deliver community-based real estate solutions
- Created and implemented programs and marketing that aligned with the organization's vision, building a values-driven teams to serve underrepresented communities
- Established foundational systems, processes, and compliance structures for the brokerage
- Collaborated with leadership to integrate real estate services with housing education, credit counseling, and financial literacy programs
- Served on the Board of Directors, providing strategic oversight on housing programs, sales strategy, and long-term planning
- Contributed leadership expertise in both sales and nonprofit governance to support organizational growth and impact
- Created and taught over 250 industry-specific courses, including First-Time Home Buyer classes plus continuing education for Agents and Loan Officers

- Extensive experience aligning real estate transactions with underwriting standards and affordable housing finance tools, integrating public and private funding mechanisms to expand access to homeownership
- Educated agents and clients on mortgage financing, financial literacy, and homeownership fundamentals, drawing from certifications in credit counseling and budgeting

General Real Estate Agent Experience | 1994–Present

- Maintained a 90%+ client retention rate, with buyers consistently returning as move-up clients and sellers frequently receiving multiple offers over asking price
- Managed several hundred residential sales transactions, with additional volume generated through strategic partnerships with local and national nonprofits
- Built a business model driven by referrals and educational programming, emphasizing personalized, service-first client relationships
- Held both agent and leadership roles at respected local and national firms including eXp Realty, Keller Williams, and NeighborWorks® America.

Certifications and Expertise

- Licensed Real Estate Agent since 1994
- Certified in Credit Counseling and Budgeting by Money Management International and Consumer Credit Counseling Services
- Extensive experience in mortgage financing and financial literacy education
- Course instructor for continuing education programs
- Served as a consultant for Fannie Mae's online First-Time Home Buyer course, contributing to curriculum development adopted by thousands of buyers nationwide
- Presented at conferences with MassHousing to promote mortgage programs and increase awareness among real estate professionals (Agents and Loan Officers)
- Served on multiple boards including the Brockton Housing Partnership and Randolph Banking Collaborative, guiding initiatives focused on financial literacy and housing education
- Founding board member of the Credit for Life Fair, now a national program providing hands-on financial literacy education to high school students

Publications and Media Features

- Authored *I'm Obsessed with Your Success*, a widely regarded guide for buyers and sellers navigating homeownership and real estate sales
- Wrote *How Writing a Book Will Help You Grow Your Real Estate Business* and its companion title *How Writing a Book Will Help You Grow Your Business*, offering practical strategies for industry professionals to establish authority and attract clients
- Authored and published *The Power of Not Yet: Unleashing Your Potential One Rejection at a Time*, a motivational book that encourages resilience and growth through reframing setbacks
- Featured in major media outlets including *The Boston Globe*, *The Boston Examiner*, *NBC*, *CW*, *FOX*, *ABC*, *AP News*, and *Book Launch Express*
- Achieved #1 publication rankings in both the U.S. and Canada across multiple titles