

**David I. Alfin**  
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## Objective

I believe the City of Palm Coast is on the doorstep of great opportunity for future growth and prosperity. I believe decisions facing the City Council during the next two years will have a profound effect on residents for the next 20 years and beyond. I believe the upcoming special election for Mayor may challenge voters with the most important decisions made during the last 20 years, since the City was incorporated.

I moved to Palm Coast in 2012 with every intention of serving the community. I have enjoyed several successful careers and have learned that so many people help and assist you during the journey that you can never pay it all back. I have practiced real estate in Palm Coast in order to learn the land and meet as many residents as possible. I have studied our local history, government policy and procedure. It is my desire to balance my good fortune by serving the community as Mayor.

My intention is to manage an election campaign with skill, care, and diligence. If we are rewarded with victory, I look forward to serving as Mayor for the foreseeable future.

## Ability Summary

- Top producing sales leader for real estate transactions in Flagler County
- Successful business building with sales growth and increased profitability
- Proven success in new account development, business retention, and growth
- Marketing and business planning specialist for prestige and luxury products
- Experience in both large- and small-scale employee and vendor management

## Employment History

### Broker Associate

05/2017 - Current                      Grand Living Realty                      2298 Colbert Lane, Palm Coast, FL

Rent, buy, or sell commercial property for clients. Perform duties, such as study property listings, interview prospective clients, accompany clients to property site, discuss conditions of sale, and draw up real estate contracts. Includes agents who represent buyer.

### Broker Associate, Sales Associate

01/2013 - 04/2017                      Watson Realty Corp                      1410 Palm Coast Pkwy NW,  
Palm Coast, FL

Rent, buy, or sell commercial property for clients. Perform duties, such as study property listings, interview prospective clients, accompany clients to property site, discuss conditions of sale, and draw up real estate contracts. Includes agents who represent buyer.

### **Licensed Sales Representative**

06/2008 - 06/2010      Spruce Realty Company      Manhasset, NY

Rent, buy, or sell commercial property for clients. Perform duties, such as study property listings, interview prospective clients, accompany clients to property site, discuss conditions of sale, and draw up real estate contracts. Includes agents who represent buyer.

### **Owner Operator**

10/2000 - 03/2008      David Alfin, Inc. dba Magnum      Lake Katrine, NY  
Provisions

Owner and operator of a Boar's Head and premium quality food product distribution company.

### **Vice President, Sales Development**

10/1996 - 10/2000      French Fragrances, Inc.      Miami Lakes, FL

Planning, developing and implementing new division. Maintained exclusive distribution contracts. Increased gross profit margins and diversified channels of distribution.

### **Chief Executive Officer (CEO)**

02/1992 - 10/1996      Fragrance Marketing Group, Inc.      Miami, FL

Managed a start-up company. Planned and executed merger deal between privately held company and NASDAQ traded corporation.

Coordinated integration between two companies.

Formulated and implemented aggressive nationwide business development plans.

Secured exclusive long-term distribution contracts.

Introduced comprehensive IT solution.

### **Vice President**

06/1981 - 09/1992      Alfin Fragrances, Inc.      New York, NY

Responsible for company sales budget and marketing plans in 60 countries.

Responsible for sales and merchandising to US Department and Specialty stores.

Managed national sales organization.

### **Designer**

08/1976 - 05/1981      Carr-Lowrey Glass Company      Baltimore, MD

Designed perfume bottles and manufacturing equipment.

Assistant plant manager supervising 1,200 workers.

## Education and Training

<b>Issuing Institution</b>	<b>Location</b>	<b>Qualification</b>	<b>Course of Study</b>
Hofstra University	Hempstead, NY	Bachelor's Degree	BS Economics
University of Pennsylvania	Philadelphia, PA	3 Years of College	Mechanical Engineering
United States Naval Academy	Annapolis, MD	1 Year of College	Mechanical Engineering

## Occupational Licenses & Certificates

<b>Certification Title</b>	<b>Issuing Organization</b>	<b>Completion Date</b>	<b>Expiration Date</b>
Resort & Second Home Property Specialist	National Association of Realtors®	08/2016	
Graduate Real Institute	National Association of Realtors®	07/2016	
Flagler County Citizens Academy	Flagler County	04/2016	
BROKER	STATE OF FLORIDA DBPR	01/2016	09/2017
Advanced Storm Spotter	National Weather Service	03/2013	
Seniors Real Estate Specialist®	SRES® COUNCIL	03/2013	
REAL ESTATE SALES ASSOCIATE	STATE OF FLORIDA DBPR	01/2013	09/2014
Success School	Watson Realty Corp	01/2013	
Palm Coast Citizens Academy	City of Palm Coast	01/2013	
Sales Associate	DBPR, Division of Real Estate	11/2012	09/2014
CERT	Flagler County Emergency Services	11/2012	
REAL ESTATE SALES ASSOCIATE	STATE OF NEW YORK	06/2008	06/2010

## **Honors & Activities**

### **City of Palm Coast**

- City of Palm Coast, Citizens Academy, Graduate, 2015
- Citizens Advisory Task Force, 2016-2017

### **Flagler County**

- Flagler Emergency Volunteer, Member, 2015-2017
- Ad Hoc Committee, Historic Court House, Bunnell, Vice-Chair, 2015
- Citizens Academy, Graduate, 2016
- Value Adjustment Board, Vice-Chair, 2016-2020
- Affordable Housing Committee, Vice-Chair, 2016-2017
- Flagler County Republican Executive Committee, Committeeman, 2017
- Flagler County Republican Club, Board of Directors, Treasurer, 2017

### **Flagler County Department of Education**

- Ad Hoc Committee, Superintendent Search, Vice-Chair, 2015
- Education Foundation, Board of Directors, Treasurer, President 2015-2020
- Education Foundation, Board of Directors, Marketing Committee, Member, 2015-2020

### **Flagler Chamber of Commerce**

- Business Affairs Committee, Member, 2014-2020
- Marketing Committee, Member, 2016-2020
- Flagler Votes Committee, Member, 2016-2020
- Benefactor, 2015
- Flagler County Public Leadership Institute, Graduate, 2015
- Leadership Class 21, Graduate, 2014

Flagler County Art League, Patron, 2014-2015

Flagler County Auditorium, Patron, 2015

Fraternal Order of Police, Lodge #171, Affiliate Member, 2014-2017

## **REALTOR ORGANIZATIONS**

National Association of Realtors, Member, NRDS #641622511

### **Florida Realtors®, Member**

- Leadership Academy, Alumni, 2015
- Professional Standards Committee, Member, 2016
- Marketing Forum, Member, 2016
- Key Contact, Representative Paul Renner, 2016-2017
- Key Contact Committee, Member, 2016-2017
- Leadership Academy Committee, Member 2016-2017
- Leadership Academy Mentor, 2016-2017

### **Flagler County Association of Realtors®, Member**

- Leadership Class, Alumni, 2014
- Investment Committee, Vice Chair 2014, Chairperson, 2015-2016
- Finance Committee, Investment Committee Member, 2014-2017
- Professional Standards & Grievance Committee, Member, 2014-2017
- Public Policy Committee, Member, 2014-2017
- Board of Directors, Treasurer, 2017

### **Flagler County Home Builders Association**

- Affiliates Marketing Committee, Member, 2015-2019
- Board of Directors, Member, 2015-2020

### **Women's Council of Realtors**

- Florida State Chapter, Member, 2016-2020
- Credentials Task Force Committee, Member, 2016-2017
- Leadership Committee, Member, 2015-2017
- Flagler County Chapter, Member, 2014-2017

## **COMMUNITY ORGANIZATIONS**

### **Grand Haven Community**

- Master Association, Modification Architectural Design Committee, Member, 2020
- Master Association, Board of Directors, Treasurer, 2015-2016
- Citizens Emergency Response Team (CERT), Flagler County Liaison, 2014-2016
- Neighborhood Watch, Village Captain, 2015-2016