Allison Mercer

REALTOR · Residential Buyer and Listing Agent · Central Ohio

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SUMMARY

Licensed Ohio real estate salesperson with 8 years in residential sales across Franklin and Delaware counties. Closed 105 sides since 2018, split about evenly between buyers and listings, with most business coming from past clients and referrals. Works a large share of first-time buyers using OHFA down payment assistance.

EXPERIENCE

REALTOR, Residential Sales · HER Realtors — Apr 2018 – Present

Columbus, OH

- Closed 18 sides in 2025 for $5.9M in sales volume and $151,400 GCI, up from 11 sides in 2021.
- Sold 10 listings in 2025 at a 99.1% average list-to-sale price ratio, pricing each from a Cloud CMA built on MLS comps.
- Represented 11 first-time buyers who purchased with Ohio Housing Finance Agency down payment assistance, coordinating lender and OHFA timelines.
- Generated 61% of 2025 closings from past clients and sphere referrals, tracked in Follow Up Boss with a quarterly contact plan.
- Negotiated inspection repair requests on 9 buyer contracts in 2025, securing $38,700 in combined seller credits and completed repairs.
- Kept every file in dotloop from signed agreement to closing; no broker compliance holds on 2024 or 2025 transactions.

Leasing Consultant · Arlington Pointe Apartments — Jul 2015 – Mar 2018

Columbus, OH

- Toured prospects and signed leases for a 312-unit community, closing about 14 new leases a month in peak season.
- Processed applications, screenings and renewals in Yardi Voyager and helped hold occupancy near 95%.

EDUCATION

B.A. Communication · The Ohio State University — May 2015

SKILLS

Sales: Buyer representation, Listing presentations, Pricing and CMAs, Contract negotiation, Open houses

Systems: Columbus REALTORS MLS, Follow Up Boss, dotloop, Cloud CMA, ShowingTime, DocuSign

Programs: OHFA down payment assistance, FHA and VA buyer files, New construction contracts

CERTIFICATIONS

Ohio Real Estate Salesperson License, Ohio Division of Real Estate & Professional Licensing (2018) · Accredited Buyer's Representative (ABR), REBAC · Member, Columbus REALTORS and Columbus and Central Ohio Regional MLS