



EXECUTIVE CV

Frank Satar

Commercial Executive · Sales Director · Sales Trainer

32 YEARS IN REAL ESTATE · 16 YEARS IN EXECUTIVE SALES LEADERSHIP

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EXECUTIVE PROFILE

SECTION 1

Executive Profile

EXECUTIVE SUMMARY

Commercial Executive & Sales Leader

Commercial Executive, Sales Director and Sales Trainer with 32 years of experience in residential real estate and property development, including 16 years in senior sales leadership and commercial management across Australia and Southeast Asia.

Proven track record building high-performing sales organisations, leading multi-country teams, increasing revenue, improving profitability and implementing scalable sales systems that strengthen long-term business performance.

Experienced in commercial strategy, business development, market intelligence, sales training and organisational development. Founder of Core Investments™ and author of Institutional Sales Leadership™ and Institutional Sales Training™ programmes.

Career Highlights

TAKEAWAYS

Career Highlights

- 32 years in residential real estate and property development.
- 16 years in senior sales leadership and commercial management.
- Built, recruited, trained and led high-performing sales teams.
- Developed commercial strategies, CRM systems and sales frameworks.
- Led project sales for developers across Australia and Southeast Asia.
- Founder of Core Investments™.
- Author of Institutional Sales Leadership™ and Institutional Sales Training™.

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Core Competencies

EXECUTIVE LEADERSHIP

Commercial Leadership · Sales Leadership · Business Development · Commercial Strategy · Strategic Planning · Organisational Development

SALES & COMMERCIAL

Sales Management · Sales Operations · Revenue Growth · CRM Management · Pipeline Management · Forecasting · Negotiation

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PROPERTY

Property Development · Residential Real Estate · Project Sales · Property Investment · Market Intelligence

EXECUTIVE PROFILE

PEOPLE

Sales Training · Leadership Development · Coaching · Recruitment · Team Building · Performance Management

TECHNOLOGY

AI · SEO · Digital Marketing · WordPress · Microsoft 365 · Google Workspace · Canva

Professional Experience

2026 - PRESENT

Founder & Commercial Strategist

Core Investments™

- Founded an independent real estate investment intelligence platform.
- Developed leadership and sales training programmes.
- Created commercial frameworks and investment research.

JAN 2023 - DEC 2025

Sales & Marketing Director

Nova Group

- Directed sales and marketing strategy.
- Led commercial performance, CRM and agency relationships.
- Managed and developed high-performing sales teams.

2014 - 2021

International Sales & Marketing Director

Nordic Group

- Led international sales operations across multiple developments.
- Recruited, trained and coached multinational sales teams.
- Implemented KPIs, CRM discipline and forecasting.
- Expanded international agency networks.

2009 - 2014

Sales Manager

Nova Group Thailand

- Managed project sales and recruitment.
- Implemented structured sales systems.
- Developed agency relationships and pipeline management.

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2008 - PRESENT

Director (Silent Partner)

FS Financial Services

- Co-founded a Melbourne financial services business.
- Provide strategic guidance and governance.

1999 - 2004

Senior Sales Consultant

Peter Parks Real Estate

- Residential property sales, negotiation, listing acquisition and client relationship management.

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1994 - 1999

Sales Consultant

Ken Dowman Real Estate

- Started at age 18 as a part-time Sales Trainee before progressing to full-time Sales Consultant.
- Obtained an REIV Sub-Agent Licence.
- Competed consistently among the office's top performers.
- Generated listings through cold calling, door knocking, leaflet campaigns and property appraisals.
- Conducted open inspections, auction campaigns and guided vendors through to sale.

Executive Testimonials

"I have known Frank Satar for almost 14 years and have always found him to be a highly professional, ethical and capable commercial leader. Frank consistently demonstrates integrity, strong leadership and an exceptional understanding of residential property sales, business d

EXECUTIVE PROFILE

and team management. I have no hesitation in recommending him for any senior sales leadership or commercial management role."

Nigel Cornick

Former CEO, Raimon Land PLC | Former CEO, Kingdom Property Thailand

"Frank demonstrated exceptional leadership, professionalism and a results-driven approach. He successfully led one of our most challenging projects to record sales performance and consistently displayed honesty, integrity and professionalism. He is hardworking, dependable and a true gentleman who leads by example."

Rony Fineman

CEO, Nova Hospitality Group & Nova Developments

“Over many years working together through Nova Group and Tulip Group, Frank has always demonstrated exceptional professionalism, integrity and commercial knowledge. Beyond our business relationship, he has become a close family friend. I would recommend him without hesitation for any senior leadership or commercial role.”

EXECUTIVE PROFILE

June Bernard
CEO, Powerhouse Real Estate

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"I first met Frank Satar more than 30 years ago when I was his Sales Director at Peter Parks Real Estate in Melbourne. Even early in his career, Frank stood out for his work ethic, integrity and determination to continually improve. He was always willing to learn, accepted coaching with humility and consistently demonstrated the professionalism required to build a successful career in real estate. Over the years, the privilege of watching Frank develop into an accomplished sales leader and commercial executive. While many people become good salespeople, very few evolve into leaders who can build teams, develop people and create sustainable commercial systems. Frank has achieved exactly that. What has impressed me most is that, despite his success and extensive international experience, Frank has remained the same honest, ethical and respectful professional I first met decades ago. His passion for learning, mentoring others and raising professional standards within the real estate industry is evident in everything he does. I have no hesitation in recommending him for any executive sales leadership or commercial management position."

EXECUTIVE PROFILE

Michael Mimasis

CEO, OYOB | Former Partner & Head of Sales, Peter Parks Real Estate

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Education & Qualifications

REIV Sub-Agent Licence

Real Estate Institute of Victoria (REIV), Australia

1994 - 1999

SECTION 7

Technical Skills

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CRM Management

Sales Forecasting

Pipeline Management

AI Research

SEO

Digital Marketing

Microsoft Office

WordPress

Canva

Google Workspace

SECTION 8

Languages

English

FLUENT Persian / Farsi

NATIVE

Professional References

LEADERSHIP NOTE

Available on Request

- **Nigel Cornick** - Former CEO, Raimon Land PLC & Kingdom Property Thailand
- **Rony Fineman** - CEO, Nova Hospitality Group & Nova Developments
- **June Bernard** - CEO, Powerhouse Real Estate
- **Michael Mimasis** - CEO, OYOB | Former Partner & Head of Sales, Peter Parks Real Estate

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