

THOMAS FRANKLIN LANIER, JR.

**2303 North Elm Street / Greensboro, North Carolina 27408
Home 336-272-4089 / Mobile 336-706-1456 / Email: KLA0777@yahoo.com**

PROFILE

A professional with a proven track record of sales, management, growth, achievement and success. An individual with a passion for the challenge of hard work and making a positive impact for an organization. A professional who excels in a fast-paced environment and values the importance of superior customer service. An experienced manager who can effectively capitalize on both new and existing market opportunities. An individual whose top attribute is his unwavering loyalty to his team, organization, and personal relationships.

EDUCATION

Greensboro College, Greensboro, North Carolina. December, 1990
Bachelor of Science – Physical Education

Grimsley Senior High School, Greensboro, North Carolina. 1985

EXPERIENCE

EquityAccess Mortgage, Inc., Greensboro, North Carolina March 2007 – Present

Business Development Manager: Responsible for all business development of start up mortgage company that specializes in manufactured home loans by effectively marketing company offerings to realtors/realtor groups, credit unions, financial organizations, and other potential business providers in North & South Carolina. Responsible for the development and management of the company website and its search engine performance as well as all lead sources including on-line, list, and transfer lead providers. Also responsible for the development and implementation of all company marketing material including on-line advertising, published advertising, brochures, promotional products, and other point of sale material.

Lanstra, Inc., Greensboro, NC

December 2005 – March 2007 (started company while with Primary Residential Mortgage with their approval)
Co-Owner: Manufactured home-only loan broker. Originated home-only chattel loans from dealer and direct consumer resources and placed them with manufactured home loan investors. Responsible for all company operations and marketing.

Primary Residential Mortgage, Inc., Greensboro, NC

September 2005 – August 2006

Branch Partner: Responsible for originating consumer mortgage loans (government, conforming, non-conforming loan programs) from multiple sources including manufactured home retailers, real estate agents, and direct solicitation. Also responsible for the management of all branch operations.

CU Factory Built Lending, LP (subsidiary of San Antonio Federal Credit Union) / Allen Parker Company, Greensboro, NC

February 2002 – August 2005

Alternative Lending Sales Manager: Responsible for developing and managing broker relationships by effectively marketing finance programs to manufactured home loan brokers across the United States.

July 2004 – August 2005

Regional Sales Manager: Responsible for overall territory sales production by effectively hiring, training, developing, and managing sales staff of six covering the southeastern United States region. Responsible for marketing and profit strategies, report analysis, personnel issues, and overall territory development, growth, and performance.

July 2003 – July 2004

Account Manager: Responsible for developing and managing dealer relationships by effectively marketing finance programs to manufactured home retailers in North Carolina.

February 2002 – July 2003 (Allen Parker Company sold licensing and receivables to San Antonio Federal Credit Union in December 2002)

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**Oakwood Acceptance Corporation (subsidiary of Oakwood Homes Corporation), Greensboro, NC
March 2001 – February 2002 (company closed all operations summer 2003)**

Credit Manager: Territory Credit Manager responsible for servicing company sales centers in all phases of the loan application process. Responsibilities included the analysis and implementation of all loan programs offered including chattel loans, land/home packages, FHA loans, and assumptions.

**Consumer Finance Corporation (subsidiary of Chevy Chase Federal Savings Bank), Greensboro, NC
October 1996 – December 2000 (company closed operations December 2000)**

Assistant Vice President: Maintained dealer portfolio while assisting in the management of all branch operations including report analysis, marketing strategies, loan review, personnel issues and overall branch performance.
January 2000 – December 2000

Senior Credit Officer: Indirect Sub-Prime Automobile Loan Buyer responsible for servicing dealers through loan application investigation, analysis, and judgment. Also involved with dealer marketing, development and growth.
October 1996 – January 2000

**First Merchants Acceptance Corporation, Greensboro, NC
May 1995 – October 1996 (company closed all operations spring 1997)**

Credit Coordinator: Indirect Sub-Prime Automobile Loan Buyer responsible for servicing dealers through loan application investigation, analysis, and judgment. Also involved with dealer marketing, development and growth.

**Central Wholesalers U.S., Inc., Greensboro, NC
April 1994 – May 1995 (company closed May 1995)**

Area Sales Manager: Responsible for territory sales volume (maintenance supplies to the apartment industry) by managing the development and servicing of customer accounts.

**Blazer Financial Services, Inc., Greensboro, NC
August 1992 – April 1994**

Credit Counselor and Assistant Manager: Responsibilities included consumer loan and mortgage loan production, loan processing, loan judgment, loan closing, and collections. Assisted manager in all phases of branch management including report analysis, profit strategies, and operations.

ACHIEVEMENTS

Company Top Volume Producer: CU Factory Built Lending/Allen Parker Company, June – September 2002, February – July 2003, August 2006 – March 2007

Regional Credit Manager of the Month: Oakwood Acceptance Corporation, August 2001

Company Top Volume Producer: Consumer Finance Corporation, May 1997, December 1997, February 1998, November 1998, March 1999

Top Salesperson Award: Central Wholesalers U.S., Inc., Fourth Quarter 1994 & First Quarter 1995

Mark Pollard Dedication and Service Award: Greensboro College Men's Basketball Program, 1990

OTHER

Licensed Mortgage Loan Officer, State of North Carolina / State of South Carolina

Member - **Bank of America Investment Services, Inc.** Client Advisory Board

Men's Basketball Student Assistant Coach, Greensboro College, Greensboro, NC. 1989-1990