

MASON DALEY

LUXURY RESIDENTIAL DESIGN-BUILD | CONSULTATIVE SALES | PROJECT DEVELOPMENT

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PROFILE

High-performing residential construction sales professional with a hands-on construction foundation and a proven record of developing and closing complex, high-value remodeling projects. Brings an authentic, down-to-earth and relationship-driven approach to sales, building genuine connections that allow homeowners to feel comfortable, ask questions openly and make confident decisions without relying on high-pressure sales tactics. Combines technical construction fluency, premium product knowledge and design visualization to guide clients from an initial idea to a clearly defined project vision. Seeking a luxury, high-end design-build firm where I can further develop a personalized consultative sales approach and remain engaged through design, selections and production.

#1 OF 10 Pacing in 2026 gross revenue	\$1.7M 2026 revenue to date	\$2.2M+ Projected 2026 production	50%+ Close rate consistently over 50%
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PROFESSIONAL EXPERIENCE

Volpe Enterprises | Project Consultant - Exterior Remodeling

Pennsylvania | July 2024 - Present

- Currently pacing **#1 of 10** sales representatives in gross revenue for 2026 with approximately **\$1.7M in revenue** to date and on pace to exceed **\$2.2M by year-end**, averaging approximately **\$500K in revenue per quarter**.
- Maintains an approximately **80% demo rate, with a close rate consistently over 50%**, reflecting a consistent ability to convert qualified homeowner opportunities into signed residential projects.
- Managed a high-volume sales schedule, executing **up to 3 in-home and showroom appointments per day, up to 6 days per week**, while maintaining a highly personalized consultative experience for each homeowner.
- Consistently achieved **monthly revenue of \$150K-\$300K**, specializing in large-scope, high-ticket residential renovations.
- Personal highest single ticket sale is **\$400K**; consistently sells six-figure projects in the **\$100K-\$200K** range. Most recent close as of September 2026 was a **\$300K stucco remediation project** incorporating ZIP System re-decking and Timberlane shutters.
- Led a multi-meeting sales process starting with the **initial consultation**, followed by **showroom presentations, product selections, final scope and pricing, negotiations, and close**.
- Created a **personalized design-consultation experience** using project photography and visual renders to help homeowners evaluate materials, architectural changes, additions, porches, decks, and other exterior concepts before committing.
- Built homeowner trust through genuine relationships, transparency, and technical credibility, translating complex construction methods, product performance, architectural considerations and project feasibility into clear recommendations focused on solving the homeowner's actual needs.
- Continuously researches and identifies **premium, innovative building products** to introduce to homeowners, expanding design possibilities and helping achieve a more distinctive, premium finished result; product experience includes **CertainTeed, James Hardie, Nichiha, AZEK, OKNA, ProVia, Andersen, Pella, Marvin, ZIP System, and Timberlane shutters**, along with custom exterior solutions.

CORE EXPERTISE

Luxury & High-Ticket Residential Sales | Consultative Selling | Design-Build Project Development | Full-Cycle Sales | Client Discovery & Needs Analysis | Design Visualization & Renderings | Premium Building Products | Exterior Remodeling | Construction Methods & Building Anatomy | Architectural Style Awareness | Product Selection | Scope Development | Negotiation & Closing | Client Relationship Management

EARLY CONSTRUCTION FOUNDATION

Began working in construction during summers and weekends as a teenager with my fathers plaster and stucco company Daley Plastering. Performed general labor and punch-list work while learning building sequencing, jobsite expectations, and the anatomy of residential and commercial structures - experience that now supports confident, technically informed conversations with homeowners.

References available upon request

