

Iliass Okaf

0481 797 691 | iliass.wagner@gmail.com | Melbourne, VIC | [LinkedIn](#) | [REA Profile](#) | [Sold Off Market](#)

PROFILE

Full-cycle sales professional with 5+ years closing high-value property transactions in Melbourne. Same outbound discipline, relationship-building and revenue ownership expected of a strong SaaS Account Executive, applied across 101 transactions worth \$81.6M+. Co-founded a lead-generation platform for real estate, giving me hands-on exposure to the digital and marketing side of the industry alongside my sales track record.

KEY SKILLS

Outbound prospecting & cold calling (50+ calls/day) · Full sales-cycle ownership (lead to close) · Consultative / relationship-based selling · Multi-stakeholder negotiation · Pipeline & CRM management (Box+Dice; CRM-agnostic) · Auctioneering · Lead-gen platform & GTM experience

CAREER HIGHLIGHTS

- 101 properties transacted, \$81.6M+ total sales volume since May 2023 (\$76M settled, \$5.5M+ in active pipeline)
- Grew annual sales volume from \$17.9M (2024) to \$42.6M (2025); \$21.0M transacted year-to-date in 2026
- \$20K average commission per deal, up to \$48K on largest single transaction
- Built personal prospect database from zero to 900+ over 3 years through sustained daily outbound prospecting (50+ calls/day)
- Co-founder, Sold Off Market: a lead-generation platform connecting agents with buyers and vendors nationally and internationally

EXPERIENCE

Licensed Estate Agent & Auctioneer, Jellis Craig, Melbourne

May 2023 – Present

- Own full sales cycle across a self-generated pipeline: prospecting, listing, marketing, negotiation, and auction close
- Run 50+ outbound calls daily to build and convert a database now at 900+ prospects
- Closed 101 transactions worth \$81.6M+ total volume (\$76M settled to date), at \$20K average commission per deal (up to \$48K)
- Maintain referral relationships across mortgage brokers, conveyancers, and developers to sustain pipeline beyond cold outbound

Co-Founder, Sold Off Market

Apr 2026 – Present

- Co-founded and operate an outbound lead-generation platform connecting property buyers and vendors with agents across Australia and internationally
- Own product direction and go-to-market, sourcing qualified buyer and vendor leads at scale

Real Estate Agent, Belle Property, Melbourne

Oct 2022 – Apr 2023

- Acquired new business through database prospecting and referral relationships; participated in the sales process across the portfolio
- Increased average rental price by 11.23% and secured 10 new managements across a 167-property portfolio

Property Manager (190 properties), Cavcorp (Cavalé), Brisbane

Jan 2022 – Sept 2022

- Increased average rent 9.96% on lease renewals (5.68% average yield) and 11% on new listings (5.72% average yield)

Customer Experience Ambassador (Asst. PM), Scape Australia, Brisbane

Jan 2020 – Jan 2022

- Exceeded rebooking target by 30% through market positioning knowledge and client relationship management

QUALIFICATIONS

Certificate IV in Real Estate Practice, REIQ (2021) · Full Estate Agent Licence, OFT/BLA · Top 3, Jellis Craig Novice Auctioneering Competition (2024) · Fundamentals of Digital Marketing, Google Digital Garage (2021)