

Iliass Okaf

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PROFILE

Full-cycle sales professional with 5+ years of self-sourced, quota-carrying experience in a commission-only sales environment. Owns the complete sales cycle end to end: outbound and inbound pipeline generation, consultative needs-based selling, multi-stakeholder negotiation, and closing, applied across 101 transactions worth \$81.6M+ in total volume. Experience spans both remote (video conferencing, phone) and in-person delivery, with direct exposure to go-to-market and lead-generation platform building through a co-founded venture.

KEY SKILLS

- Outbound and inbound pipeline generation: cold outreach, referral network, CRM-based database segmentation
- Full-cycle deal ownership: prospect, qualify, negotiate, close
- Consultative, needs-based selling
- Multi-stakeholder and executive-level negotiation
- Remote and in-person sales delivery: video conferencing (Microsoft Teams), phone, live presentation
- CRM & pipeline management (Box+Dice; CRM-agnostic)
- Live public presentation & objection handling (licensed auctioneer)
- Go-to-market and founder experience (co-founded a lead-generation platform)

CAREER HIGHLIGHTS

- 101 transactions, \$81.6M+ total sales volume (\$76M settled, \$5.5M+ active pipeline), since May 2023
- Grew annual sales volume from \$17.9M (2024) to \$42.6M (2025); \$21.0M transacted year-to-date in 2026
- \$1.26M gross revenue generated over 3 years (\$277K in 2024, \$658K in 2025, \$325K in 2026 YTD)
- \$20K average revenue per deal; top ~10% of deals exceed \$30K
- 80% lead conversion rate; 93% close rate
- 22% faster average closing time than the local market (28 days on market vs. a 36-day industry average)
- Personal pipeline grown from 0 to 900+ contacts over 3 years (150 in Yr1, 400 in Yr2, 900 in Yr3), through database segmentation, referral network development, and repeat-client outreach
- 50+ live negotiations and presentations delivered annually, on transactions ranging \$500K–\$2.5M+; Top 3, Jellis Craig Novice Auctioneering Competition (2024)
- Approximately half of client presentations and counterpart negotiations conducted remotely via video conferencing, phone, or FaceTime
- Operates within a 4-person sales team; approximately half of transactions closed in collaboration with a teammate
- Co-founder, Sold Off Market: identified a market coverage gap and built a lead-generation channel to reach prospects nationally and internationally

EXPERIENCE

Licensed Estate Agent & Auctioneer, Jellis Craig, Melbourne *May 2023 – Present*

- Own full sales cycle across a self-generated pipeline: prospecting, qualifying, presenting, negotiating, and closing
- Maintain and grow a personal pipeline of 900+ contacts through sustained daily outbound and referral activity
- Closed 101 transactions worth \$81.6M+ total volume (\$76M settled to date), at \$20K average revenue per deal (up to \$30K+ on top deals)
- Maintain a professional referral network across complementary service providers to sustain pipeline beyond outbound activity

Co-Founder, Sold Off Market *Apr 2026 – Present*

- Co-founded and operate a lead-generation platform connecting buyers and vendors with sales representatives across Australia and internationally
- Own product direction and go-to-market, sourcing qualified leads at scale

Real Estate Agent, Belle Property, Melbourne *Oct 2022 – Apr 2023*

- Acquired new business through database prospecting and referral relationships across a 167-account portfolio; increased average account value by 11.23% and secured 10 new managed accounts

Account Manager (190 Accounts), Cavcorp (Cavalé), Brisbane *Jan 2022 – Sept 2022*

- Increased average rent by 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 quota 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)