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If the name Kristine Partridge sounds familiar, it is because this young real estate professional was recently received the National Association of REALTORS® 30 Under 30 award. But don't let her age fool you.

Partridge, CRS, ABR, started her career using a grassroots method by knocking on doors of For Sale by Owner homes — which actually terrified her. Now an associate broker, Partridge is a serious real estate contender in her Utah market with her team, The Kristine Partridge Team of Prudential Utah Real Estate. Her team has held the title of Top Selling, Closing and Listing team for seven years and in 2006 closed \$15 million in sales.

What gives this 28 year old her edge in real estate is her ability to build business now and for the future and utilizing technology to wow clients and save their time. She has used DVDs to allow clients to meet her without actually meeting her as well as giving personalized home tours.

Partridge is also active in her community, dedicating many hours to volunteering to help make a difference. Along with humanitarian aid projects with her church, she coaches local volleyball and basketball teams.

What role did your grassroots start in the business play in your success today?

It taught me to work and to consistently build business. If you aren't working today, you will have no work 60 days from now. That is why many agents see ups and downs in their business. They are too focused on the now instead of the future.

What tips do you have to help other REALTORS® boost their business in a down market?

Keep prospecting. I still prospect everyday. I call for sale by owner and expired listings. I

spend one to two hours every morning making calls. I follow-up with prospects daily.

What is your favorite tech tool and why?

Microsoft Exchange. I am linked up to all of my team computers. It streamlines our processes by allowing all of the computers for my team, as well as my pocket pc, to be linked up. I can transfer emails and data to various members of my group.

Why should REALTORS® invest the extra time in their communities and what impact has this had on your professional life?

It helps to maintain balance. If you are constantly focused on "ME" then you will only think about "ME". If you focus on something or someone outside yourself, you will find better balance. Plus, if you have a crummy day at the office, you have something else to think about.

What keeps you motivated?

My goals. I have everything recorded on a spreadsheet. From my mailers and their effectiveness to my calls to my up-to-date stats.

What attributes do you think make a truly successful REALTOR®?

I am self motivated and a hard worker and I am not afraid to keep pounding the pavement.

Have you made any mistakes along the way that others in the industry can learn from?

YES! Not keeping track of budgets and successful tools. Without keeping track of where and why you spend your money, you will throw tons of it away! I find I have no sales resistance and will spend marketing dollars on things that don't do anything. Keeping track of numbers helps to prevent that.

Any tips/tricks of the industry you would like to share?

Just work hard. What you make is in direct relation to the work you invest! **MAR**

* The views expressed in this interview do not necessarily represent the views of the Michigan Association of REALTORS®. If there is a top REALTOR® you would like interviewed, write to ccostello@mirealtors.com.

