



Colorado Agent Helps Close Historic Sale

By [Deborah Ball](#), RE/MAX Times Online Associate Editor

A RE/MAX referral and a mix of excellent service and consistent follow-up helped [Mary Brooks](#) claim one side of a nearly \$8.3 million home sale. Deep in the Rocky Mountains, Breckenridge, Colo., is the site of this major sale – the [largest in Summit County history](#). It's also Brooks' home, which made the historic transaction even more satisfying for the Sales Associate with RE/MAX Properties of the Summit.

Initially, in 2008 Brooks received a referral via the RE/MAX Web Roster from a RE/MAX Associate in Florida. A family there was looking for a vacation home near the slopes. Brooks helped them purchase a house and kept in touch with them over the next year.

Last August, the clients again turned to Brooks to help them find a more permanent home in Breckenridge after they had spent part of the summer there. The 21-year real estate veteran helped them find the eventual winner – a 6,065-square-foot, ski-in/ski-out log home at the base of a peak.

"It's the quintessential mountain dream lodge, and true ski-in and ski-out properties are hard to find here," Brooks says. "It was exciting to be a part of the experience, but I never once looked at them as if they were a paycheck."

Brooks' real estate expertise and knowledge of Breckenridge, where she lives and works, set her apart from other agents and ultimately helped her cinch the referral. But nurturing the lead was up to her.

"I treated these clients well from start to finish the first time around, so they came back to me," Brooks says. "As Realtors, it's up to us to spend time with our clients and build relationships with them that extend beyond closing day. Go to lunch, show them around town and keep in touch with them. Even if they don't buy from you right away, they'll refer you to friends and family."

Brooks' love of skiing and outdoor recreation made it easy for her to sell her clients on the town and its offerings. If you want to capture leads that result in closed transactions, focus on the things you love, Brooks says.

"Whether you're a ski buff in Colorado or you're a Florida beach fan, use your passions and hobbies to sell your love of the areas you work. Buyers will be more inclined to use you – and refer you."

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This is what RE/MAX is all about. RE/MAX technology is so far ahead of the rest of the pack. The buyers in Florida were able to reach a contact right where they wanted to be. The training, encouragement and support all made for a positive experience. This young woman chose the right team to be on, and she had the wherewithal to get the job done. Kudos.

– Arleen Weisbrod, RE/MAX Advisors, Brooklyn, N.Y.

The REMAX system and its super achieving agents is the reason for all of our success. A REMAX referral is golden, no question about it. The presence of the REMAX brand throughout our country is such a benefit. This should be shared with anyone contemplating moving to REMAX from a conventional real estate company. My first referral to a Florida agent yielded me more dollars than all the referrals I had made in the past with my last broker (a large national franchise). And to boot, I was presented with an award for the most outgoing referrals in my entire company of 2000 agents! For those who doubt the REMAX system, just ask anyone who has ever received a referral. I consider referrals to be an important reason for moving to REMAX, and I think of them as gravy, or extra income for taking only a few moments to match the right buyer/seller with the right REMAX agent.

– Marty Sorrentino, RE/MAX Innovations, Wantagh, N.Y.

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BROOKS



HISTORIC SALE: The recent sale of this nearly \$8.3 million mountain hideaway in Breckenridge, Colo., was the most expensive in Summit County history.

Photo by Brett Woods/www.rephotopros.com

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