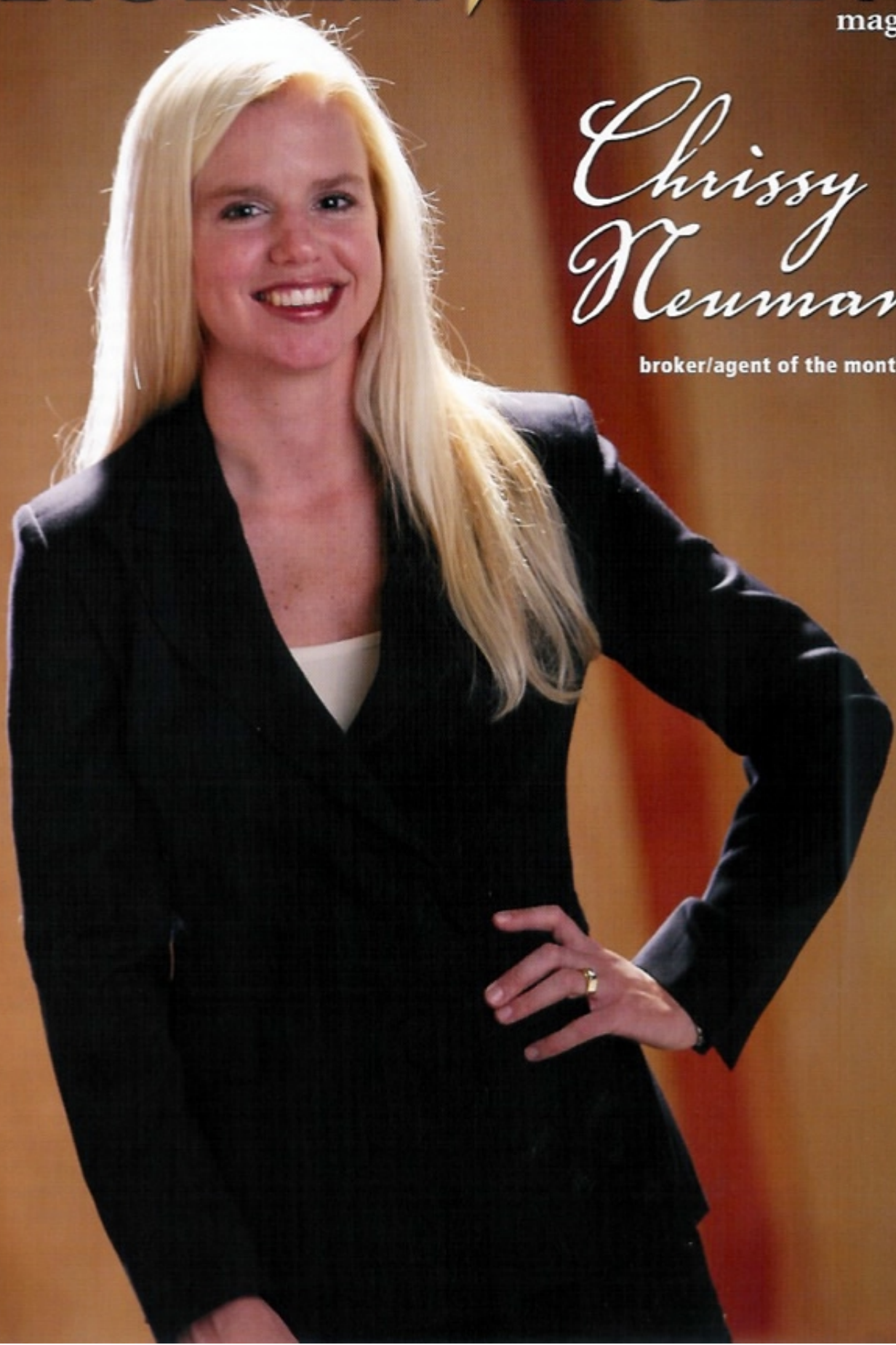


atlanta edition

# BROKER★AGENT™ magazine



*Chrissy  
Neumann*

broker/agent of the month

# Chrissy Neumann

Keller Williams, First Atlanta



broker/agent  
of the month

*#1 Top Producing Agent  
Keller Williams, First Atlanta*

*by Drew Plant  
photography by Jeremy Adamo*

The past year has brought exciting changes on both personal and business fronts for Chrissy Neumann, who helms the Castles By Chrissy team.

Chrissy and husband David, who became part of her professional team in late 2004, welcomed daughter Reese in February 2005. Since then, the team has continued to grow—professionally, that is—with this new mom and her team making plans to open a new office in March 2007 and adding a Spanish-speaking division in June of that year.

And, while the time and energy devoted to business might wane for some new parents, the arrival of their bundle of joy has simply re-invigorated Chrissy and David to continue making their real estate practice exactly what it needs to be to maximize both the personal and professional sides of their lives.

That's not surprising given the experience of these two. Chrissy previously worked in mergers and acquisitions for Bellsouth's Strategic Management Group, so her business strategy skills are being put to good use. Likewise, David worked as a mortgage broker, so he knows what it takes to take the Castles By Chrissy team—which is part of Keller Williams, First Atlanta—to the next level.

In addition to David, who is the team's Buyer's Specialist, there is Brenda Lovell, the Listing Specialist, and an office manager, Lori Key.

#### **A strong foundation**

It's no wonder the team has evolved so fast and so strong: Chrissy left corporate life for real estate just 4 years ago, when she joined a start-up Internet-based real estate company, essentially running that operation. She quickly became that firm's top-producing agent, with \$10 million in sales that first year.

Chrissy soon made the strategic decision to join Keller Williams and was her office's top producer for 2004, with sales of close to \$12 million for the year. With other team members in place, everyone focused on what they do best and a business plan in place for the future, the Castles By Chrissy team is on track for \$15 million in sales this year.

"Our vision has been to offer world-class service; we want to be the Ritz-Carlton of the real estate world," Chrissy says, noting that the team's other hallmark is state-of-the-art technology. With a strong team, a focus on excellence and the technology and experience to back it up, we are listing machines!"

And it's not just listings in which Castles By Chrissy succeeds. The team sells seven times more homes than average agents, and does so three times faster.

Still, Chrissy says, "the best part of the business is bringing buyers and sellers together, whether we are serving a client with an \$80,000 home or a multi-million dollar buyer."

#### **Applying expertise where it is needed**

Chrissy is proud of her team members, noting that, "as we got bigger and bigger and needed more assistance, we brought on everyone in a focused way. Each person focuses on the area (of expertise) in which they are best."

In addition to his skills, Chrissy says David is such a great fit—for the team and for the business—because of his personality. "Everybody just loves him; he is so easy to get along with," she says. "They get out of the car after seeing property with him and they exclaim what a good time they have had and how they enjoyed their time with him."

David works to put houses under contract, finding just the right home for each buyer, and is adept at contract negotiation, too. As the Buyer's Specialist, he also works with a lot of folks relocating from out of town who have found his team on the Internet. When we spoke for this article, David was planning to take potential buyers out that weekend—three groups of them—from New Jersey, Florida and Maryland.

And, because of his mortgage background, Chrissy's Castles has in-house mortgage assistance. "Our mortgage products are designed with you in mind—providing the right mortgage solution, customized to meet your financial needs," he says.

"My husband is in the business with me and this has proven to be the best decision personally and professionally," Chrissy says.

Listing Specialist Brenda Lovell has been with the team about 6 months, though she already had several years of real estate experience.

"She is out in the field and really knows the product," Chrissy says, "and she is adept at product evaluation, helping us price homes efficiently and accurately. She says that Brenda is a seller's main point of contact and they love that one member is

solely focused on them and selling their home for top dollar and as fast as possible!

"Before Brenda came on board, we were getting busy enough that I felt we might be missing some opportunities or, worse, that our clients might start missing opportunities," Chrissy says. "So we brought her on to ensure everyone got the service they need and deserve."

She also says that having an office manager has been increasingly important. Lori Key allows each team member to focus on the 20 percent of the business that produces 80 percent of the results. As noted before, Castles By Chrissy has a Spanish-speaking agent coming on board in June to allow them to better serve the growing Hispanic and Latin markets in Atlanta. It's worth noting that Chrissy went to the effort to recruit the agent from Boston. As the team grows, her hope is that she can

The Castles  
By Chrissy Team





The team handles many resales, a good many relocations and new construction. One current new construction project is the handling of a small subdivision, Viviane Park in East Cobb. In Viviane Park, home prices begin at \$750,000.

#### **Styles are a good fit**

Of Castles By Chrissy's association with Keller Williams, the team's eponymous leader says she appreciates the company's "effort to help bring each individual (agent) to their highest potential, teaching them how to have a business, not a job."

She also observes that it is important to have the visibility and resources of a bigger name in real estate, and she speaks highly of her broker.

"My broker, Shaun Rawls, has taught me...is teaching me...the tools it takes to run a successful team," Chrissy says. "He believes in me and in each member of my team!"

The Castles by Chrissy Team now operates out of Keller Williams, First Atlanta's Glenridge Office, though the team will open its very own Mega Agent Center in the heart of Smyrna in March 2006.

#### **Strong mind, strong body, strong drive**

When Chrissy is not listing, selling, marketing, negotiating and crafting a better future for her family, business and clients, she enjoys hanging out with David and their daughter. And, when Mom and Dad can break away, they are quite athletic, enjoying hiking, running, swimming, biking and more. In fact, Chrissy indulges herself with a work out each and every morning.

"It sets my day right," she says, "and it's good quiet time." With so much on her plate, the stamina and focus gained through her athletic efforts comes in handy too.

It seems that she follows the same advice—which she marks as the best she was ever given—in both the personal and professional sides of her life: Set high goals, break them down into daily steps... and meet or exceed them! ★

**Chrissy Neumann**  
**Castles by Chrissy**  
**Keller Williams, First Atlanta**  
**Email:**

**[www.CastlesByChrissy.com](http://www.CastlesByChrissy.com)**  
**404-925-5335**

**Fax: 404-529-4529**  
**200 Glenridge Point Pkwy, Suite 100**  
**Atlanta, GA 30342**

spend nearly 100 percent of her time doing what she thinks she does best—marketing; Chrissy estimates that she now spends 80 percent of her times on various marketing tasks.

#### **The nuts and bolts**

Some 60 percent of the team's business comes through its Internet presence, with the other 40 percent coming through referrals. Chrissy says that Internet lead generation a big point of differentiation for her team.

"Our follow-up systems and marketing systems incorporate all state-of-the-art technology," she says proudly, noting that such is not a luxury anymore. "It's a necessity and one in which we are proud to invest."

"We offer you unique and innovative ways to have continuous contact and support," she says, "as we guide you through the home selling and buying process."