

Your Neighborhood



A New Home is Just a Point and Click Away

Following graduation from the University of Georgia in 1999, Chrissy Neumann discovered she wasn't challenged enough by her national sales job for a major telecommunications company. Although she loved the client service aspect of her position, Neumann wasn't in control of the results she promised clients.

Looking for a more exciting challenge, Neumann chose real estate. "I wanted to be more in control of my service; I wanted to be directly responsible for the results of my business," she explains.

The move into real estate proved to be a wise choice. Neumann recently was named Real Estate Magazine's Rookie of the Year with a gross sales volume of \$10 million, and she is well on her way to doubling that this year. With a strong focus in Cobb County, Neumann takes pride from making clients feel comfortable throughout the home buying or selling process. More importantly, Neumann loves helping people "feel at home."

"I love the maintenance and hard work this job requires," Neumann explains. "Purchasing a home is one of the biggest financial decisions people will ever make. It is also a huge emotional decision. People are often buying a home in combination with other large emotional changes in their lives: the birth of a child, a change in career. I had no idea how rewarding my career would be when I started working in real estate."

Neumann's winning personality, love of making dreams come true and strong commitment to client service aren't the only things that make her so successful. Neumann's presence on the Internet and use of computer technology help her successfully market homes and stay in front of potential home buyers.

High Tech Success

Neumann provides links to her Web site, www.castlesbychrissy.com, wherever she can. As the sponsor of about 10 local Web sites, including www.eastcobbonline.com and www.marietta.net, people are able not only to link to her Web site, but also to view two of her home listings.

"Everything I send out, everything I do has my Web site on it," Neumann says. "I make using the Internet for real estate easy. At castlesbychrissy.com, anyone can receive a customized home evaluation or search all of the MLS listings." By registering at Neumann's Web site, potential home sellers can receive e-mail updates on comparable home sales in their area, or buyers can receive e-mail updates of homes that match what they're looking for. "Instead of doing a new search everyday, my Web site does the work for you," Neumann says.

This tech-savvy agent doesn't stop at basic Web site marketing. Taking advantage of today's fast-paced world, Neumann provides information about the homes she lists on CDs rather than flyers.

"Information that would fill up about 20 pieces of paper and that would take some agents days to track down is provided on one easy-to-use CD," Neumann says. "Today, no one wants to wait to find out a home's utility history or to find out if a neighborhood's covenants are acceptable. I provide all of that information up-front to anyone interested in a home." The information included on Neumann's CDs includes a virtual tour, school information, loan information, community information (where's the closest grocery store?), utility history and more.

When clients list their homes with Neumann, she immediately schedules a photo shoot, creating a virtual tour of the home. She then conducts an “e-mail blast,” sending the virtual tour to 25,000 targeted real estate agents. Neumann also distributes a weekly newsletter to about 3,500 e-mail addresses. Since March, every home featured in her online *Tuesday Tour and Tip* update has been placed under contract. “It simply takes the guess work out of home buying,” Neumann says.

Getting R.E.A.L.

When seeking a real estate agent, Neumann suggests people keep in mind the four important points of The R.E.A.L.™ Marketing Advantage:

- **Relationships** – Communication will make or break an agent-client relationship. Make sure you’re comfortable with your agent and her communication skills.
- **Evaluate Property** – How does the agent you are considering present the value of your home to you? Is she honest and up front? Neumann presents the positives and negatives of at least eight comparison homes to her clients.
- **Advertising** – How does the agent plan to market your home? Is your agent comfortable using the Internet and other computer-based technology?
- **Leverage** – Does your agent have a team of people to make the experience a success? Neumann works closely with a team of agents, loan officers, attorneys, home inspectors and many others on call to help the buying and selling process go quickly and smoothly.

For more information about Chrissy Neumann or for area real estate information, visit www.castlesbychrissy.com.