

CELEBRATING EXCELLENCE: INSIGHTS FROM ERA LIVE MOORE'S TOP-PRODUCING REALTORS, FEATURING LEADERS' CIRCLE HONOREE AND TOP PRODUCER, TAMI NEWMAN.

At ERA Live Moore, we take pride in recognizing the outstanding achievements of our realtors, especially those who have made it to the prestigious Leaders' Circle in 2023. As part of our campaign, "ERA Live Moore Leaders' Circle Honorees Talk About Excellence in 2024," we've invited our top-producing Leaders' Circle REALTORS® to share their insights and strategies that have led them to success in the dynamic world of real estate.

Today, we're featuring the insights and excellence of Tami Newman, Broker | REALTOR® in our Marion office and nationwide top 1% of REALTORS®. Tami is regularly acknowledged as an ERA Leaders' Circle honoree recognizing top sales production in units and volume. Tami has served McDowell County and the surrounding areas since 1998. With over 20 years of Residential Real Estate experience, she has the experience to handle any Real Estate transaction for both buyers and sellers. A consistent, award-winning multi-million dollar producer, Tami has helped many clients realize their dream of home ownership in Western NC. She has earned the trust and friendship of her clients over the years by always practicing the "Golden Rule" in every situation.

NAVIGATING CHALLENGES AND STRATEGIES FOR SUCCESS

Success Strategies: "What unique strategies or approaches have you adopted that contributed to your success in real estate throughout 2023?"

[Tami] My success strategy has always been to take special care of the people that are placed in my path and the success comes in so many ways...through referrals, friendships, business contacts, etc.

MARKET INSIGHTS: "HOW HAVE YOU ADAPTED TO THE EVOLVING REAL ESTATE MARKET IN 2023, AND WHAT TRENDS DO YOU THINK WILL SHAPE THE INDUSTRY IN THE COMING YEAR?"

[Tami] I think those of us who have been in real estate for multiple years and have been through the many shifts over the years just adapt to the market. One thing I know is that everyone needs a roof over their head and that's what I am here for. 2023 was a year of changes...a little bit of rest from the crazy COVID years, but the market was still strong. The interest rates have affected buyer confidence, but when you can actually explain the comparison to higher rates against the multiple offer situations that we saw in 2020-2022 then it makes sense to most buyers.

CLIENT RELATIONSHIPS: "BUILDING AND MAINTAINING CLIENT RELATIONSHIPS IS KEY IN REAL ESTATE. CAN YOU SHARE AN EXAMPLE OF HOW YOU'VE GONE ABOVE AND BEYOND FOR A CLIENT AND WHAT IMPACT IT HAD?"

[Tami] When a client chooses me to help them...that is exactly what I am here for...to help them from start to finish. Whether they need the services of a contractor, someone to help them paint, mow, move, stage, clean...I go into action and get things done. I try to make the transitions as easy as possible and I believe most people really appreciate the help...especially if they are elderly, not local, or just have trouble making things happen. I cannot count the times that my husband and two sons have helped me load a moving truck, clean and stage a house before pictures, do repairs for a closing, etc. My oldest son is a licensed GC, my youngest is a Realtor, and my husband is always available to help me get something ready to sell.

CAREER MILESTONES: "LOOKING BACK AT YOUR CAREER, WHAT DO YOU CONSIDER YOUR MOST SIGNIFICANT MILESTONE OR ACHIEVEMENT, AND WHAT LESSONS DID YOU LEARN FROM IT?"

[Tami] A huge milestone for me was owning my own ERA Franchise with my best friend and business partner...we achieved so much together. A top 200 ERA Company, A thriving business in our home town, community involvement, developing a program for us and other community business owners to mentor less fortunate high school students. All of this was so rewarding, but also exhausting. In the process I learned that it's hard to do it all for a long period of time. Now, I am focusing just on my clients and things that I want to do.

ADVICE FOR ASPIRING AGENTS: "WHAT ADVICE WOULD YOU GIVE TO ASPIRING REAL ESTATE AGENTS WHO LOOK UP TO YOU AS A ROLE MODEL, ESPECIALLY IN THE CURRENT MARKET SCENARIO?"

[Tami] No matter what the market is like, just take care of people...the rest will come. I would advise agents to not concentrate solely on leads from outside sources, but to actually get involved in their community and become the community trusted real estate advisor...never speak negatively about the market, there is always something positive to share. Get in front of as many people as possible and take care of them in any situation...people will trust you.

KEY TAKEAWAYS

- Tami emphasizes the importance of taking special care of the people she encounters in her professional journey. She believes that success stems from nurturing relationships, which leads to referrals, friendships, and valuable business contacts.
- Tami highlights her adaptability to the changing real estate market, noting the necessity to adjust strategies based on the market's condition. Newman points out that despite the market's rest period post-COVID and the impact of interest rates on buyer confidence, explaining the current market conditions in contrast to the past helps in making sense to buyers.
- Tami shares her commitment to assisting clients comprehensively, including facilitating services such as contracting, painting, moving, staging, and cleaning. Her approach is to ease transitions for her clients, particularly benefiting those who are elderly or not local to the Marion area.
- Tami explains how rewarding it was to own an ERA Franchise with a business partner and achieve significant success while actively participating in community initiatives. She learned the challenge of sustaining high-level involvement over time and has since focused more on direct client service.
- For aspiring real estate agents, Tami advises focusing on community involvement over relying solely on external leads. She stresses the importance of becoming a trusted community advisor, maintaining a positive outlook on the market, and prioritizing the care of individuals to build trust.

CONCLUSION

Tami's insights reflect a holistic approach to real estate, focusing on personal care, adaptability, community involvement, and maintaining a positive and proactive stance in the face of market changes.

If you are an ERA Live Moore agent seeking one-on-one or group coaching opportunities, reach out to our VP of Growth, Flint Foley at Flint.Foley@ERALiveMoore.com.

Not an ERALiveMoore agent, but interested in taking your career to the next level by earning more, investing more, and living more? Reach out for a confidential conversation at JoinUs@ERALiveMoore.com.

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