

# TOP AGENT MAGAZINE

## Christine Browning

Back in 2009, right in the middle of the real estate crash, Christine Browning was in her eighth year working as a successful commercial finance banker. She saw first hand the effects the crash was having on people in her community of Bend, OR and all over the country. While she loved her job, she found it hard to ask people to sacrifice their credit in order to pay their mortgage and keep the banks from repossessing their house.

The real estate market badly needed a hero and Christine was up for the task.

“I saw the need for a real estate professional, with a background in banking, who could specialize in short sales,” says Christine.



Armed with her knowledge of real estate and her ability to negotiate, Christine went to work as a REALTOR®. One by one, she began helping the Bend community, which was second in the nation in the growth of home values, get out from under their upside down mortgages and begin to get back on track.

Fast-forward to today and it's easy to see the fruits of Christine's labor. Last year she became the owner of HomeSmart Central Realty the fastest growing real estate company in the U.S. While there are many people that are still in need of her help with a short sale, she has many people she's already helped who are now ready to buy again. Additionally, there are many current homeowners finally ready to test the market and sell their homes.

“The market has improved quite a bit,” says Christine, who has sold approximately 500 homes in the last few years. “Most people can now sell traditionally so as of the turn of 2013, I've begun to focus on services to get clients the maximum amount of money on their home.”

So, how has Christine succeeded where others continue to struggle? Simply put, she is a marketing machine. She is doing marketing things others aren't such as interactive floor plans, professional photo shoots complete with twilight photos, Home Accent place cards and Preview Parties where she invites pre-qualified buyers, neighbors and all luxury agents in the area who have sold over \$750,000 in the last three months to view her homes.

“It's a lot of fun and fantastic way to preview property prior to MLS,” Christine says. “I've spent a lot of time figuring out what makes the process most effective and what additional services truly make a difference.”



In addition to the twilight photos and interactive floor plans, Christine's other exclusive offerings include 360-degree virtual tours, HD video tours, aerial photography and photo slideshows, some of which take up to 8 hours to shoot. For Christine, it's all worth it in order to not only make her listings known on the Internet, but make them stand out from the crowd.

“Every buyer is online,” she says. “If they don't like what they see, the process stops and the buyer moves on. Online presence makes all the difference and making the property attractive is the key to selling for top dollar.”

In order to spread the word to as many buyers as possible, Christine puts her degree in Marketing to good use as her “Full Marketing Plan” attacks on all fronts. She directly emails every REALTOR® in Central Oregon about upcoming homes, creates informative flyers, has multiple websites that generate thousands of buyer leads a year, posts listings on Facebook, LinkedIn and even Craigslist, where she was surprised herself to find many people looking for homes there. Her homes are always in tip-top shape and either herself or one of her five assistants are always on hand to show them off.

“REALTORS® love to show my homes because they are displayed so well,” continues Christine. “It makes their job easier.”

In addition to those in Bend who need to be saved from their mortgages, Christine is also a hero to her two daughters, ages 19 and 9. In her free time, she likes to hang out with them, as well as exercise in the great outdoors.

Looking ahead, Christine hopes to build on the success HomeSmart has already had by continuing to learn from her two “world-class” coaches about the cutting edge practices, services and technology available, while helping teach others how to follow in her footsteps.

“I'm always evaluating what works best and improving my practice,” says Christine. “I take this very serious and want to take my approach to next level.”

Christine Browning  
HomeSmart Central Realty  
541-390-6005  
Christine@ChristineBrowning.com  
ChristineBrowning.com