

Certainly, a big boost to the company's business came from a relationship with McBride & Son, which has an office in the same building as St. Louis Realty. Sharon says the company's CEO saw that she and her agents were working hard for their clients, and he arranged for St. Louis Realty to become the preferred REALTOR® for McBride & Son.

"Now whenever they're building a home for a client who has a home they need to sell, they refer them to us for the listing," Sharon says. "We are very grateful to McBride & Son for that business, and we serve those clients to the best of our ability."

One of the ways Sharon has established the company's top-notch service is by hiring a different kind of agent. "All of our agents work full-time, and they are committed professionals," she says. "I don't want them to work part-time because I want them to be successful. And I think you need to be 100 percent committed to this business to do that."

Sharon says she's always looking for agents who want the benefit of working for a smaller company that will help them achieve their greatest potential in the business. "I want motivated, ambitious agents who like working in a niche market and who want to be able to focus exclusively on selling their clients' properties," she says.

Roxann says that Sharon takes a personal interest in the success of all of her agents. "She shares everything she knows, and tells us step-by-step what we need to be doing to make it in this competitive business," she says. "Sharon's not just in this for herself, she's in it for her clients and her agents."

Tom McCue, another agent at St. Louis Realty, left a career with a bigger company to work for Sharon because he was impressed with the way she does business. "Sharon is the most morally conscious individual I've ever met," he says.

"Unlike a lot of successful people, she leaves her ego out of the business. If she asks a question, she listens to the answer instead of making a judgment. And if she doesn't know the answer to a question posed to her, she says she doesn't know, but then she gets busy trying to find the answer."

L TO R: TOM MCCUE, ROXANN TAYLOR, PAULA TUETKEN, SHARON, JEFF COLONA, SHAWN McCATEE AND SITTING M. KELLEY MCGINLEY.



SHARON WITH DEBBIE KOPINSKI GOING OVER A CONTRACT.

Education is another ingredient that sets St. Louis Realty apart, according to Tom. "When I work with expired listings, I'm surprised at how much they don't know about the process of selling their homes," he says. "When we get a listing, the first thing we do is educate, educate, educate."

Roxann agrees, saying that if a client is properly educated about the market, then listing the house at a realistic price is a natural next step. "We do competitive market analysis, and we share with our clients all the information we have," she says.

Sharon says she also makes sure that clients are kept in a loop of constant communication. "I call my listings every Sunday or Monday, and tell them everything I know about their property," she says. "That way they feel like they're part of the process, and they know what we're doing to market and sell their home."

As far as marketing goes, St. Louis Realty makes use of all the tools available, including newspaper advertising, the Internet and real estate magazines. "But the biggest marketing tool the clients

