

TOP AGENT

MAGAZINE

KEN
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Remember that combination of anxiety and excitement you had when you were trying to purchase your first home, wondering if you were making the right decision? Ken Schrier remembers and recommends that his agents do so too!

“When you’ve conducted enough real estate business, the process can become so routine that many Realtors lose sight of what it’s like for someone who’s going through it for the first time. For some clients, it can be an emotional rollercoaster ride from start to finish. I never forgot that, and I train my agents to be constantly mindful of that fact. Maintaining that level of empathy is one of the most important keys to being a successful agent.”

Licensed since 2003, Ken became an agent himself a few years after moving to Sonoma County in Northern California to help when his mother became sick. “My wife and I opened a coffee shop there, and became friends with a lot of Realtors who came in with their clients. Eventually, they talked me into the industry.”

Ken has done well, eventually partnering with two friends to open their own brokerage in 2016, and growing that company to more than 40 agents. RE/MAX Marketplace serves all of Sonoma and Marin Counties, as well as parts of Napa, Solano, and Mendocino, with 50 percent of its business coming from repeat clients and referrals. “It’s the personal service we give our clients,” Ken explains. “My wife and I made it a point not to have assistants. When a client calls, it will always be us answering the phone. I have a background in the hospitality



industry, and I've never lost that passion for working with clients and customers directly. That builds trust. And people will only refer you when they trust you enough to recommend you to someone who trusts *them*. This business isn't about making a dollar today; it's about making a client for life."

When it comes to marketing, Ken has employed a successful direct mail campaign for over 15 years, sending mailers to 9600 homes every month. It's been very successful. "People regard us as the local experts in Real Estate because they've seen our face once a month for over a decade. We do open houses personally so they can continue putting a name and face to the mailer. We also have a great social media presence."

Both Ken and his wife are strong contributors to their community as well, and were even presented with the Sonoma County Spirit Award for their work. Ken served on the board of the Education Foundation, and the couple sponsor many of the area's academic and art programs. "We're also extremely active with the Children's Miracle Network, donating a percentage of every deal we close in our client's name."

When he's not working, Ken likes to organize a little friendly competition with local agents and lenders. "We have a weekly tennis club, which builds a good sense of camaraderie. After that, my biggest personal hobby is actually Halloween. We build elaborate sets and props, which draws hundreds every year. We have quite the following and make the local papers year after year.

Going forward, Ken and his partners will continue to grow their business. "We want to expand slowly and smartly into new areas, growing organically the way we always have, so we can keep that small boutique office feel. We want agents who will embrace our philosophy and culture of putting ourselves in our clients' shoes."



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