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One Realtor who puts the ‘!’ back in real estate

By Chris Charlson
Contributor

In the competitive market of real estate, Fort Wright’s Cindy B! Realtors, has established itself as a leader, landing the company on the Northern Kentucky Chamber of Commerce’s list of the Emerging 30. The service oriented business provides specialists that work only with buyers, sellers or in specific geographical areas.

According to owner Cindy Brouillette, starting her own company six years ago presented a number of challenges. She said being highly selective in putting together an agent and support staff was the key to remaining the top-producing agent in Northern Kentucky. Initially, Brouillette hired on additional agent & two support staff. The office now employs 10 agents and 12 support staff.

“A competitor may copy everything I do, but they will never duplicate the quality and skill of my staff,” she said. “I have personally trained this highly selective group; the office operates by checklists, systems & procedures are followed – and



Brouillette

best of all, there is no competition. Each individual walks the talk and we equate ourselves to the Navy SEALs, Green Berets or any other elite group.”

Another ingredient to success is to remain at the cutting edge of technology & embrace change according to Brouillette. The real estate agency was the first to introduce 3-D virtual reality tours to the Greater Cincinnati area. She said they are also the first and only agency to provide sellers a private page online showing feedback.

The owner credits customer service combined with highly specialized agents and technology for the business’s continued growth.

“While the average agent sells six homes per year, Cindy B! agents sell 34,” she said. “We sell more homes per agent and we sell more homes quicker. We are so strong in marketing and the Internet technology that consumers almost consider us ‘a market-

ing company that sells real estate.”

While Brouillette heaps praise on her staff for success, licensed assistant Anette Roskey credits the owner for the company’s continued success.

“Cindy has a genuine desire to teach and pass along her experiences and has created an office atmosphere of pride and working together in challenging each other to be better tomorrow than we are today,” she said. “This is what sets us, set the stage and creates the ‘Wow’ factor.”

As for the future, Brouillette plans to focus on sales per agent growth, increased innovative services and an increase in staff. The agency recently opened a 1,000 square foot satellite office in Florence to accommodate personnel; however Brouillette emphasized growth needs to be monitored as not to sacrifice quality.

“We’ve remained fiscally



Roskey

Chamber’s Emerging 30...

To qualify for the Northern Kentucky Chamber of Commerce Emerging 30:

- Businesses must be established for at least 3 years
- Businesses must be headquartered in Boone, Kenton or Campbell Counties or Northern Kentucky Chambers members
- Businesses need to average at least a 15 percent growth in revenues during the past 3 years.
- Businesses must exceed \$250,000 in revenue with fewer than 150 employees.

responsible and never over extended. We have never borrowed and always pay as we grow,” she said. “We learned how to effectively communicate that bigger isn’t better – better is better”

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