

TOP AGENT MAGAZINE



Craig Candage

When it comes to top agent Craig Candage's career in real estate, it's a case of one good thing leading to another. He already had a successful career working for the Boston Red Sox when one of the players asked him to help locate a property in Maine. "I started talking to some agents and learning a little bit about the business," Craig recalls. "The timing happened to coincide with my dad retiring and wanting to get his real estate license, so I decided to take the classes with him, just as a way to learn something new." Then he got engaged and he and his fiancé decided spending all that time on the road with the team wasn't the best way to start their life together. "I left baseball to do real estate in 2009, and I've never been happier," he says.

Craig now serves Portland and the surrounding communities with residential real estate services. "I absolutely love working with first-time homebuyers," he says. "I'm passionate about education and I enjoy being able to pass that knowledge on to my clients."

After being part of a few different real estate teams, Craig discovered he's happiest and most productive working as an independent agent. "My first year on my own I sold 15 listings, something I wouldn't have been able to do on a team," he says. "This way I'm able to pay closer attention to detail and spend more time educating clients."

Craig cites his proactive approach with giving him a competitive advantage. "When I put a listing on the market I will go out and find a buyer for it, not just wait for another agent to come and show it," he explains. "I focus a lot on lead generation and expanding my business daily. I'm very strict with my work hours and my schedule and make sure I'm following my business plan."

Clients who have worked with Craig often remark upon his extensive knowledge of the business and his

attention to detail. "If I have clients in an area where I don't typically do a lot of business, I make sure to educate myself and know everything I need to know to represent them well," he says. In fact, that's the driving force behind Craig's business. "I represent a client the way I would want to be represented in a transaction."

For someone who loves meeting new people, it's the perfect profession. "Getting to meet and work with people who are at different stages in their lives is so interesting," Craig says. "I've worked with everyone from 18-year-olds to 90-year-olds buying houses. It's always rewarding to be a small part of helping people move on to the next phase of their lives."

Craig and his wife are passionate about helping rescue animals, which is why he just started a new giving program. "This year I'll be donating \$100 to the Animal Refuge League of Greater Portland for every deal I close," he says.

Looking to the future of his business, Craig has a clear plan for how he'd like it to grow. "I would like to stay as a single agent and grow the business efficiently," he says. "I'm very happy where I am and plan to take advantage of their excellent training opportunities; I'm never done learning."



To learn more about Craig Candage of Landing Real Estate call 207.653.2483, email craig@landinghomesmaine.com or visit www.maineREagent.com