

# TOP AGENT MAGAZINE



*Peggy Hoag*

Peggy Hoag is an entrepreneur to her core. Having successfully grown her photography business into a production company while living in Sydney, Australia; in 1991 the 5th generation native Portlander returned to her hometown at the age of 27, and set about to take the real estate industry by storm.

“I had generated all of the business for my photography and production company, so I was used to bringing in business,” she says. Armed with hands-on experience in building a client base, an understanding of the importance of providing impeccable service to customers, and a very linear approach to success in business, Peggy selected real estate as her next venture.

To Peggy no magic is required in order to become a top agent. “I knew I was good at bringing in business. I knew how to provide premium customer service. I knew the vast majority of people want to buy a home or sell a home at some point. I knew it was a high value item, so it just made sense.” She began to carve a niche in Portland by starting with those who were relocating.

“I went to a couple of relocation companies, and asked what I needed to do to earn their business. They said I needed to know all four quadrants of Portland, inside and out, because at that time, most brokers only worked—or farmed—one neighborhood,” Peggy recalls. “So I did what they requested, and set out to build my business in all four quadrants of town, and soon after added Clark County and the Gorge. My focus was to help people moving to all areas of Portland,” she continues.

Once she'd become successful working with buyers, she applied the same pragmatic approach to sales. “Maximum exposure is how you get top dollar. You get maximum exposure through marketing. When you market properly, the greatest number of people see the home. The more people who see it, the sooner it sells, and the sooner it sells, the higher the price you sell it for,” she says matter-of-factly. “It is an incredibly logical process and I love the sheer business side of it. I'm also helping others to fulfill a real need that they have.”

Of course it doesn't hurt that Peggy has always gone the extra mile for clients. “We insist upon making sure that every client feels like they are our only client.” To that end, her team—which boasts more than 60 years of real estate expertise—has created automated market updates which are distributed each month to keep past clients current with real estate activity in their neighborhood.

In addition, Peggy regularly takes clients to lunch. But her favorite way of keeping in touch and thanking clients is through preparing gourmet meals for clients at her home. She also serves her own Sangiovese wine that she produces from her vineyard on the Columbia River. In fact, today Peggy has a partnership with Maryhill Winery to sell her wine.

There's no denying that Peggy is an incredibly savvy business woman, but she remains inimitably down-to-earth when explaining how she came to be in the 1% of brokers nationwide. “We sell between 90-120 homes per year. The average broker in Portland sold 2.8 homes last year. If you were to have brain surgery would you want a good surgeon who performed 100 surgeries a year, or a good surgeon who performed 2 surgeries per year?”

With thousands of real estate transactions completed since 1991, for a total of more than \$590 million, suffice to say Peggy has reached a level of success most agents can only dream of. Yet, although Peggy has no shortage of awards and accolades to her name, those things truly don't matter to her. “I don't care what I did yesterday, I care about what I'm going to do tomorrow,” she says.

And as for tomorrow, Peggy has her sights set on continuing to raise the bar of excellence in the real estate industry so that more home buyers and sellers benefit. “I want to grow my team to 12 members. I want more people to have the opportunity to experience a truly professional real estate experience, so I'm focusing on helping my agents grow. Our business model creates such a great experience for buyers and sellers. I want to help more people to be able to have this great real estate experience.”



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