

TOP AGENT MAGAZINE



Rhonda Garrison

Rhonda Garrison loves to win, particularly when she's getting the outcome she wants for her clients. That's no surprise—she's had a love affair with real estate since she was young. She bought her first home at 20, and before she turned 30, she bought land and built a house. She's a REALTOR® not because she likes looking at houses, but because she likes negotiating, likes the processes.

Rhonda got her real estate license easily about 10 years ago. It was the height of the market, but she had no business, so she took every class available. The results were amazing. "People came to ME asking how to do things," she says. "Suddenly I got very busy, and I loved it." Since that time, she's consistently remained in the top 4 percent for production in central Oregon.

Much of her joy comes from building trust and guiding her clients through the process, particularly first-time buyers. She recently had a client, for example, who had made multiple offers and lost them all. The client wanted to go higher on the current offer, but Rhonda didn't think it was a good idea. "It was scary," she says, "because if they lost that house, they'd kill me. But first-time homebuyers need to understand the process. Their home is an investment, and they may have to sell sometime."

She's clearly looking out for her clients' best interests. She also understands the importance of communication. In fact, she makes each client feel like they're her only one. "It can be hard," she says, "because they'll call me any time, even when I'm on vacation! And since each one feels that way, another might call 20 minutes later. But that personal relationship is a biggie for me. I listen to them, and I often know what they want before they do."

She likes to look at houses dispassionately, through her buyers' eyes. But on the flip side, when she's

working with sellers, her job is to get them to disconnect from their home. Then she gets passionate about the home so she can sell it.

She generally works more with buyers than sellers, but enjoys them both. About 30 percent of her business comes from referrals. The other 70? Surprisingly, she gets quite a few clients from Zillow. "I got in on the ground floor of Zillow," she says, "and I'm happy I did! Before this year, I didn't know anyone who thought it was good. But it's been good for me and has definitely paid for itself. I get a lot of good leads from it."

Rhonda's joy in helping clients extends to helping children, as well. She's involved in local programs such as Shop with a Cop, which she discovered through her husband, a lieutenant with the sheriff's department. During the Christmas season, police officers pick up at-risk kids after school, have lunch with them, take them shopping for gifts for their families, and then take them home. Rhonda donates money and takes the kids shopping. "I love that," she says. "It's very meaningful to me."

Family, cooking and travel are meaningful to her, too. And of course, her business. In the year ahead, she hopes to increase it by a minimum of 10 percent, as she's done annually. A winner in every aspect, Rhonda is sure to accomplish it.



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