

TOP AGENT MAGAZINE



Making Waves: Chris Sullivan makes a big splash in the tropical paradise that is Marco Island

Chris Sullivan of RE/MAX Results Realty has discovered that a tough economy doesn't have to mean tough times for real estate agents. With hard work and savvy marketing, she has expanded her business every year she's been in the Marco Island luxury market where she's carved her niche.

Letting clients know they are important is key.

"The foundation of my business is customer service," she says. "I always keep my client's best interest in mind."

She's been so successful at helping her clients achieve their real estate goals that they highly recommend her to their friends. About 90 percent of her business now comes from referrals. That's no small matter—Sullivan has received awards for her high sales volume, and was inducted into the RE/MAX Platinum Club this year. Her closing ratio of price per transaction is high, and so are her dollar figures.

Sullivan is a key player in RE/MAX Results Realty, the top agency on Marco Island for the past 20 years, and the number one RE/MAX agency in Florida in 2010, with the highest average number of sales per associate.

Although Marco Island is only three miles by five, more than 600 agents belong to the local real estate board. Another 5,000 agents are registered with the Naples Area Board of REALTORS®, just over the bridge on the mainland. In spite of brisk competition, Sullivan continues to be a leader in the luxury real estate market.

Sullivan lives up to her clients' high expectations by providing attentive service, vast knowledge and thoroughly capable personnel. She maintains constant contact with her clients, both buyers and sellers. She actively markets properties for sale, using an artistic eye, the network within RE/MAX as well as her technological know-how.

"We present the property the best way it can possibly be presented, and we use professional photography and high quality marketing materials," Sullivan says. She also lists her properties on several MLS systems and hundreds of additional websites that reach potential buyers in the U.S. and abroad.

Sullivan also employs a full-time administrative assistant who takes care of much of the behind-the-scenes activity, setting up appointments, meeting advertising deadlines, arranging photo shoots, handling paperwork and staging properties.

Although she does her own share of administrative work, Sullivan maintains a focus on client care and an emphasis on marketing. She designs her own ads, which reflect the character of life on Marco Island.

"Marco's crescent-shaped beach and the wildlife here are so beautiful," she says. "There are dolphins everywhere, and stingrays and manatees, too. It's paradise, really."

Aside from communicating with customers and designing ads, Sullivan keeps listings up to date, studies new technology and builds up her inventory. During the busy season on Marco Island, from November to April, the island's population triples. And because it's so idyllic, more people are moving there all the time. When it's not the busy season, Sullivan keeps busy securing listings so she'll be ready for the buyers she knows will be coming to her in just a matter of months.

Although she takes time for water sports, mainly stand up paddle boarding, and community involvement and supporting local charities, Sullivan loves to be immersed in her work. It truly is a passion for her.

Sullivan is from Crown Point, IN, and prior to her real estate career, she owned and operated Perennial Gifts, a popular card and gift shop on the island. She operates under a banner of hard work, keeping the golden rule in mind.

"I respect and treat all other REALTORS® well, and I like to think they enjoy working with me because of that," she says.

"That cooperation works well for the client," Sullivan says. "It's always all about the client."

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