

# TOP AGENT

MAGAZINE

The Frye Team

# The Frye Team: The Genuine Article



There are many measures of success, each one dynamically different from the next. Ask Teri Frye about the moment she realized she was truly successful and she will tell you, “It was the day I woke up and realized that my true motivation for being a real estate agent wasn’t monetary. I made the decision to concentrate on delivering the best service to my clients – that made all the difference. Being able to use my strengths to give to others, that is my personal success.” Part of what makes Teri and her team so unique is the fact that they dispense with all the smoke and mirrors. As Teri says with a warm chuckle, “what you see is what you get! We don’t over complicate things.” In this case, what the Frye Team’s clients get is nothing short of the most professional, personal and dedicated service in the Metro Atlanta Area.

When Teri and her husband Pete founded the Frye Team, their philosophy was simple: to provide the highest level of service for each client. With the support of powerhouse real estate brokerage Keller Williams Realty, the team has pulled out all the stops to good service. KW and the Frye Team’s philosophy align and share the same core values: KW calls it “WI4C2TS:” “Win-win - or no deal”, “Integrity- do the right thing”, “Commitment - in all things”, Communication - seek first to understand”, “Creativity - ideas before results”, “Customers - always come first,” “Teamwork-together everyone achieves more”, “Trust - starts with honesty” and “Success - results through people.”

Teri also points out that she and Pete are joined by Kim Scruggs, who has also helped them deliver results to clients for many years. “Kim was

amazing with her attention to detail and her professional, polite and courteous attitude made us feel like everything was under control. The Frye team is amazing,” say Gill and Nan Sallade.

This quality service doesn't simply come from the staggering amount of experience the team possesses or the fact that they have been top producers for several years. The core of the team's service philosophy comes from the fact that each member views real estate as a passion and not as simply a career. It is this personal commitment on the team's part that separates them from the average agents. “We want clients to know that it is about trust,” stresses Teri. “Our job as agents is to educate clients to make informed choices. For example, when we deal with buyers, we encourage them to look at a potential purchase as if we will have to turn around and sell the house in thirty days.”



This level of personal service is immediately evident to the team's satisfied clients. Mike and Heidi Newell praise the Frye Team, “The team displays a passion to exceed your expectations that only comes from a personal level of commitment by each one of them. They possess the knowledge & experience to negotiate your position based on facts and trends in the market place, not guesswork. We've selected them for all of our real estate transactions in Georgia because we feel they are the best in area. Their level of detail and consistent communication made us feel as if we were their only customer. We consider it a privilege to recommend the Frye team!”

The team's consistently stellar performance has insured that even through the lows in the market their business stays strong - thanks to a loyal base of repeat and referral clients. “We know each and every one of those clients so well, we would invite any one of them over to our home for Thanksgiving dinner,” shares Teri fondly. “We genuinely care about our clients as individuals and we are there to make sure the stress is taken out of the equation and the process is as smooth as possible.”

“The Frye Team has always gone above and beyond the call of duty, and surpasses our expectations of real estate agents,” say Beth and Reg Davis. “They focus on every detail, to maximize the value of your home while providing great communication to reducing the anxieties of the real estate process. They start out as your agent, but end up becoming your friend. We would highly recommend them to any and all and will use them again when the need arises.”

As Atlanta natives, the Frye Team is able to add another dimension to their experience as agents. The team handles a large geographic area and their vast knowledge of the market values and trends is nothing short of phenomenal. They place a high value on knowledge and education both for themselves and their clients. As full service agents, Teri and Pete and Kim arm themselves with enough expertise to handle a wide variety of transactions including short sales and foreclosures. “We don't cherry pick,” says Teri. “Whether the price of the property is \$50,000 or \$5,000,000, we work hard to find the perfect fit for our clients.”

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Ron and Debbie Blum have had the opportunity to work with the Frye Team on several occasions. “In our most recent purchase, a foreclosed home, Teri was instrumental in advising us of how to get things done in dealing with a bank as an owner. Through her comprehensive training in difficult legal and financial transactions, along with her extensive connections and expertise, she was actually able to convince the bank to repair several of the issues that were wrong with the house prior to closing the deal. She also got us a great price even though we were in danger of being in a multiple-bid situation. I have recommended Teri numerous times to several colleagues and friends and each of them have had a similar experience with her proficiency to get things done quickly and expediently!”

For the Frye Team real estate is more than a career - it has evolved into a lifestyle. For Teri, her first foray into real estate began when she was licensed in 1985. “Initially, Pete and I obtained our licenses to be able to purchase our own properties. Then, I began helping out a friend by helping relocate executives that worked for his company. My children were just babies at that time,” she recalls. “I was successful but had no real desire to expand.”

Then, Teri was diagnosed with breast cancer in 1994 and her whole life changed. “It was a very pivotal time in my life and career,” Teri says, looking back on that time in her past. “I realized how precious life is and how precious family and friends are.” From then on, her part time career in real estate developed into a full blown passion and she realized it was a tool to help others. “I am competitive, of course, and I love the thrill of putting a deal together,” reflects Teri. “However, it is my nature as a caretaker that really draws me to real estate. I like to be able to help others, take care of transactions and help accomplish my clients’ goals.”

Teri is quick to point out that her husband, Pete, has been instrumental in the team’s success as well. He has been an emotional support, the perfect partner in all aspects of her life. “He is my best friend and my business partner. This business requires quite a bit of commitment and Pete and I made the decision together to dedicate ourselves to being flexible to help our clients,” says Teri.

Outside of her professional life, while she enjoys the occasional game of golf and running, Teri continues to give of herself to others. She says, “I firmly believe that it is about what you give in life, not what you take.” She is involved with many community outreach programs and the local food bank. “My clients also know I am there for them. Once a client called me because the security alarm was going off in her house and she didn’t know who else to call. We want to be a resource for all their needs.”

Not only does Teri give her time to the community and her clients, but she is also respected by her fellow agents. As a successful agent, she was invited to speak to fellow agents at a program called Inside the Agent. “I have always tried to reach out to my fellow agents. We always try to be fair and do the right thing,” says Teri. “I believe that we can elevate the profession as a whole by working together. There is no set formula for success. The most important thing an agent can do is to be a real person, be genuine, and to find their own style.”

Being genuine has always been at the heart of what Teri holds to be true in her personal and professional life. It is this same concept that has distinguished the Frye Team and their special brand of service. “Our true focus has always been our clients,” shares Teri. “And that has given us success.”

## The Frye Team

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