

TOP AGENT

MAGAZINE



Kathy Quinn Courter



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Often, the agent is the focus and the face of a particular brokerage. Yet behind the individual there are others who are major contributors to their success. Kathy Quinn-Courter, branch manager of Troop Real Estate in Thousand Oaks has built her career on fostering the growth and achievements of all of the agents in her reach.

Kathy is responsible for the recruitment, training and mentoring of all of the agents in the office. She guides them through the licensing process and helps them make those first crucial steps toward establishing themselves as REALTORS®. Her hand in their development at these pivotal moments in their careers can make an enormous difference in their longevity. “With each new

agent I do my best to identify the particular methods that will work best for that individual as well as the kinds of systems that will work with their personalities,” Kathy explains.

Her attention to the specific strengths and working habits of every agent is key to determining the best path to success. “There are number crunchers and there are those that are naturally people persons. Each of these agents requires a very different type of training,” she says. Both sets of skills are highly valuable and creating a balance between the technical aspects of the job and a gregarious personality is vital to any aspiring agent. Therefore, every new agent needs to learn not just the latest technological innovations or the

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newest social media platform, but also how to connect to a client one on one. “No matter what happens with technology, the relationships we have face-to-face are always the most important aspect of the job,” affirms Kathy. “Learning to build trust with a client is essential.”

Though this may be the hardest skill to teach, the majority of newcomers to real estate arrive already equipped with an empathetic outlook. “Many new agents come from service industries. Often they are teachers, nurses, or in human services looking for a new career,” Kathy explains. As Director of Career Development, Kathy is always on the lookout for exactly these types of people. “If there is a waiter or waitress who is especially courteous or a salesperson who goes above and beyond, I’m sure to hand them a card. These are the people we’re looking for,” she says.

With her previous experience as a music teacher, Kathy knows these attributes well and has a natural talent for coaching. “I’m able to utilize my teaching skills every day,” she says. “I have a real passion for this job and I love what I do.” More than a skilled agent promoted to manager, she is exactly where she wants to be, mentoring, coaching and imparting her knowledge to others.

In order to be able to provide the best advice and instruction to her students, Kathy is always learning and working to expand her own experience. She has studied under some of the best coaches in the industry and is a certified mentor. In addition, her company is dedicated to fostering

new agents with a wide variety of training tools. “Troop Real Estate has been very supportive to our training efforts. I’m able to take the great tools and methods they provide and supplement them with those I’ve found on my own,” she says. She has also established an impressive network in the





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community that works with her to keep her team updated on the latest pieces of legislation, changes to rules and regulations and new tools in the industry.

Together, all of these elements create a progressive, supportive atmosphere for agents in all stages of their careers. For Kathy there is no greater reward than seeing her agents flourish. “Their success is my success,” she says. “I love watching them understand what it takes to be successful and reaching their dreams.”

To learn more
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