

# TOP AGENT MAGAZINE



## *Robin McCary* Integrity. Honesty. Trustworthy.

*R*obin McCary brings her “A game” to every business transaction. That’s why her clients know they can expect skillful negotiation and promised results. Her recipe for success includes one part ongoing professional development and two parts honesty and integrity that ensure clients return for repeat business and refer her to colleagues, family and friends. It’s a tried and true formula that’s worked well for the top Keller Williams REALTOR® who is respected throughout the Burbank real estate community.

Earning Rookie of the Year her first year of business and named one of Keller Williams’ Top Individual Producers, Robin’s awards and recognitions span the length of her lucrative six-year career. Robin joined the elite circle of certified Luxury Home Marketing Specialists when she sold the top 10% of luxury

homes in her market and was one of the select agents who received the coveted Customer Service Award. Accolades aside, what drives Robin to deliver great results is her unwavering commitment to her clients’ needs and the belief that whether purchasing a primary resident or investment property, real estate is an excellent method of ensuring success.

“I truly believe in home ownership,” said Robin. “I purchased my first home when I was 20 and have since purchased many properties for myself. Through real estate, I enjoy helping people realize their dreams as I realized mine.”

Her repeat clients value that commitment. With her “customers’ interest first” philosophy, she’s on track to secure 30 transactions this year by keeping their

best interest at the center of what she does. The majority of those clients bought a home from her and subsequently listed their properties with her. Clients also appreciate Robin's versatile skill set as both a buyers' and sellers' agent, which enables her to bring unique insight to every deal, examining it from both perspectives. "I know exactly what to look for on both sides," said Robin. "It's a huge benefit to my clients."

It's clear her clients couldn't agree more. Their repeat business has kept Robin on track with her 2010 goals and projections. "The first quarter of 2010 was the best I've had in my career," she says. With properties ranging from \$400,000 to \$3 million, Robin's client roster and properties are extensive and diverse. Clients lean on her experience and, according to Robin, know they can expect honest answers to tough questions. "I have a genuine interest in my clients' well-being," she expressed. "I've helped clients determine how to accomplish what they want to achieve even if that means they have to wait on selling their home. My clients know I'm going to put their interest first."

Having that trust at the core of her client relationships brings Robin great pride. Her honesty and integrity have garnered her respect among clients and colleagues alike; the tenets are also as integral to her business plan as any sales goal because they help pave the way to lifelong relationships with her client base.

A Burbank resident for the past 16 years, Robin works throughout the city and beyond, covering the entire San Fernando Valley, Conejo Valley, Simi Valley, Santa Clarita Valley and surrounding areas.

And while Robin pours knowledge, service, direction, and expertise into the lives of her clients, she attains ongoing growth through Keller Williams' cutting edge realty training as well as through her professional coach, Steve Shull. "I was an athlete growing up, so coaching really works for me," said Robin. "I have a weekly phone call with Steve, who helps ensure I stay on the right path to hit my goals, it gives me a much higher skill level especially with regard to negotiating and closing deals," said Robin.

Robin also keeps her skills razor sharp through her mastermind focus group comprised of Los Angeles County's top agents. Through weekly phone calls and monthly meetings, the group discusses innovative marketing and negotiation techniques as well as

market trends. In addition to exchanging ideas to enhance business practices, the focus group is a prime networking opportunity that gives agents a place to promote current and upcoming listings.

Robin's commitment to ongoing coaching and training has opened new avenues of prospecting as well. Beyond her marketing and extensive referrals, she has implemented a new outreach strategy: door knocking in neighborhoods that feature one of her recently sold homes. Not only is it an opportunity to meet neighbors and build important new connections, but she has also garnered listings. "They felt I was genuine, trustworthy, and respected my truthfulness about their residence," said Robin.

Robin's coach impacts another important aspect of life: work/life balance. "When I first began my career, I didn't do well with this," admitted Robin, who has a 9-year-old son. "Today, I constantly work on providing world-class service while also taking one weekend per month of uninterrupted family time."

Robin thoughtfully moves through life with a dedication everyone in her circle can trust. She makes herself readily available as she works toward helping clients achieve their real estate dreams.



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