

# TOP AGENT

MAGAZINE



**STEVE & KELLY  
McCARTHY**





## McCARTHY REAL ESTATE TEAM

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Husband and wife real estate team Steve and Kelly McCarthy are agents playing at the top of their game in Yuba Sutter.

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When it comes to getting top dollar for their many clients, husband and wife real estate team Steve and Kelly McCarthy are agents playing at the top of their game. With a commitment to outperforming their competition in Yuba City, California, this pair has achieved stellar success that is almost unparalleled in this sleepy Northern California community.

The pair have always functioned as a team, having met after individually signing up for real estate school. “We had both signed up because we were interested in investing,” says Kelly, “but after we started selling real estate we realized we were really good at it, and decided we wanted to keep helping people buy and sell homes.”

Currently working with a Buyer’s Agent and a Transaction Coordinator, the McCarthy Real Estate Team is poised to grow substantially. “We’re building our team right now,” says Steve, “and we have about eleven peo-





ple who are about to come on board. We're also hiring an administrative person to take a lot of tasks off of our plate so we can spend more time face-to-face with our clients."

With almost 70% of their business based on repeat and referred customers, this duo is clearly doing something right. "I think the thing we hear the most from our clients is that we're available to them. It's kind of trend in real estate right now for an agent to take a listing and then suddenly become unavailable. With us, there are always two people available to answer any questions they might have." Another reason for this client loyalty is their ability to realize the greatest profit possible from the sale of their homes. "We really push the comps when we



list homes for people," says Steve, "and it's very easy to show them that value, when their neighbors homes are selling for less." And of course, there's a reason that stands out above all others: "We're very honest," says Kelly, "and our clients can see that. We always put our clients before ourselves." Cutting edge, savvy marketing is not only a





that completely remodel the house, because they might put 20k into the property, but get 50k out of it.” Professional photography is of paramount importance to them, and they are among the first in their town to use it exclusively.

hallmark of the team, it is something they enjoy the most, and they are constantly striving to do better than their competitors in this incredibly important aspect of selling a home. “Depending on the home,” says Steve, “we’ll even bring in contractor crews

When asked what they enjoy most about their profession, Steve replies: “I love working with people, and being able to help them with what is possibly one of the biggest transactions of their lives. We take pride in the fact that our clients often don’t realize



how difficult the process is, because we deal with any problems for them.” Kelly echoes Steve’s sentiments. “That’s the biggest thing for me,” she says, “to be able to help people buy their dream home or get out of a bad situation that they wouldn’t be able to get out of otherwise, such as not being able to afford their home anymore, or a divorce.”

Steve and Kelly, who are also best-selling authors along with co-author Brian Tracy, are looking forward to the future and to



helping develop the up and coming agents who will be joining them soon. “Our goal is to train them in the way we work, and to instill our ethics and values in them, so they can continue helping people like we have.”



For more information about  
**Steve and Kelly McCarthy,**  
please call 530-415-0361  
or email [KellyMcCarthy@live.com](mailto:KellyMcCarthy@live.com)