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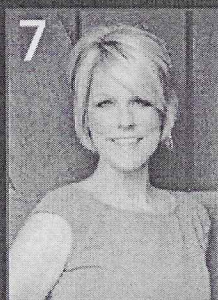
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TOP AGENT MAGAZINE



ST. CLAIR SHORES, MI
BARB WITT

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Barb Witt

After Barb Witt realized her home-based business was not making money, she shifted gears two years ago and became a REALTOR® with Keller Williams Great Lakes in St. Clair Shores, Mich. "For nine years I stayed home with our four kids," says Barb, "and sold my handmade handbags and aprons at art shows." Her dad mentioned real estate as a career. Named regional Rookie of the Year for 2013 at Keller Williams with a sales volume of over \$4.5 million, Barb is on track to double last year's sales units.

Located 45 minutes north of Detroit, Barb sells 1,200 square foot homes near the office to lakefront properties to acreage. "I also work north of here in the newer subdivisions," Barb notes. "I also like working in St. Clair County as there is more acreage and more families are moving up into the country." She works with many young families who are often first-time homebuyers and goes where people want to go.

A St. Clair Shores native, Barb has many local contacts that it was suggested she use when first starting out. But Barb was uncomfortable with that. "I didn't want to cross relationship lines and looked into Internet leads," she explains. "I converted my first Realtor.com lead and now buy a lot of leads from them with 80 percent of my business from these leads." In fact, she closed 45 transactions in 2013 with 31 of them from the Internet.

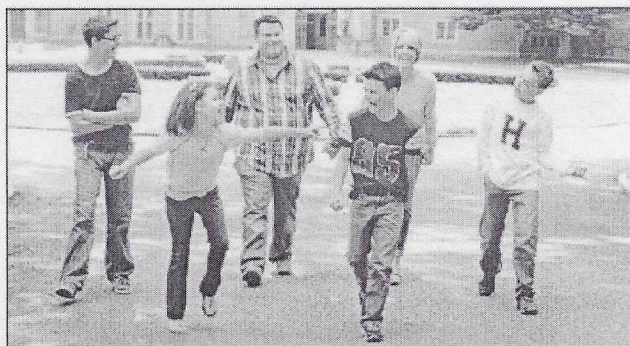
Running a buyer-heavy, residential business, she recently hired a buyer's agent to help handle lead volume and has a part-time personal assistant on her team. Some leads are referred out with six closed referrals to date, while others turn into listings. She also works with an investor from California that Barb helps buy properties and rent them out. "I am tightening up on our systems, so I'm not working 90 hours a week," she states, "and will focus on hiring new talent to have more time for the kids."

The market in her area is hot right now. The investors

are disappearing, and it's turned into a seller's market. "There are a lot of buyers out there," describes Barb. "Properties are selling fast and super close to list with multiple offers" This means that she has to be readily available to her clients and on point so offers aren't made too late. "I go that extra mile and am available when needed as properties are flying so fast," Barb exclaims.

How does she handle four kids and a career? "I have a phenomenal husband, Kalin, who also works full time, but who picks up a lot of what I used to do," Barb confides. "He is definitely my rock and a great support system. He sees the vision and goals, and is on the same page with me to put our kids through college and have more free time." Her mom lives nearby and often steps in to help, and the kids are also supportive. She adds, "It's an all-hands-on-deck scenario."

Client testimonials indicate that Barb is genuine, friendly, efficient, knowledgeable and responsive to their needs. Barb believes: "I shoot straight with people. I want to be treated with integrity and respect, and I treat all my contacts the same way. I try to be personal with people and look at their lives, so they are not a number or file, and I strive to do a good job of that."



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