

TOP AGENT

MAGAZINE

**KAREN
CONVERSE**

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Karen Converse's interest in the real estate industry was first piqued while working as a computer programmer for an insurance company. There, a co-worker challenged Karen to get her real estate license. Karen kept her interest on the back burner until a family member needed to sell her house, and then the spark finally caught: she was a natural asset in helping her family

member with staging, and upon walking into a RE/MAX office and conversing with the broker owner, Karen's entree into the industry was sealed. That was nearly a decade ago and today, Karen is at the helm of a flourishing career, having founded her practice on the principles of accessibility, open communication, and consistent follow-through. What's more, Karen has established a proven track record of success, typically selling over \$4 million in volume each year in a community of about 11,000. She has earned awards and designations including the RE/MAX Excellence Award and the 100% Club Award, to name a few.

Karen primarily focuses on servicing a thirty-mile radius around the Oskaloosa area, acting as the main point of contact for all her clients as a solo agent. Karen takes a methodic approach to every transaction, ensuring no details fall through the cracks. "I'm very organized," Karen states. "I make sure I stay on top of everything, and my clients are able to trust that I'll deliver on my promises." Her dedication to following up and following through establishes trust between Karen and those she serves. Likewise, she is careful to keep the lines of communication open in order to demystify and de-stress the transactional process. Driving a robust 40% rate of repeat and referral business, Karen's commitment to her clients' successes is foundational to her role as agent. She sees every opportunity to work with a new client as an opportunity to develop a long-term relationship, and thus takes considered care with each and every deal she spearheads.

To market her listings, Karen takes a multifaceted approach. Knowing that most homebuyers start their search online, she takes special care with the photography and staging of each home, even offering her own staging expertise complimentary to her clientele. In her initial consultation, Karen meets with clients to learn all about their home and share her insight on becoming "seller ready." In their follow-up meeting numerous photographs are taken to create memorable digital presentations. Finally, once listings are complete, Karen distributes them across eight-five websites and platforms, giving each home worldwide visibility online, while incorporating social media targets exposure to particular audiences. Karen also utilizes tried-and-true traditional materials such as printed brochures, in order to publicize listings in her local community. Additionally, small town life has its perks—Karen is able to easily stay in touch with past clientele, from catching up around town to visiting clients in their new homes. In reflecting on her favorite part

of her day-to-day work, Karen says, "I love the people. I truly do. It's so enjoyable to get to know different families."

Karen is actively engaged in her local community, donating her time and resources to support a charity called Love INC., which offers those in need physical and spiritual assistance, paired with educational classes for long-term budgeting and finances. She also recently joined an organization called Golden Goose dedicated to enhancing the community through various projects, one of which recently included the creation of a community space in an underutilized alleyway. She has served on the Board of Directors of the new Southeast Iowa Regional Board that consists of eleven southeast Iowa counties. She currently serves as the Vice President and will soon resume her role as President in 2018. "I enjoy meeting other agents from the entire region and having a role in the governing rules and by laws we pass for our members," she explains. "Having high professional standards that protect the public is very important to me."

In her free time, Karen loves to play the piano, a hobby which she applies to her church's worship team. She also enjoys landscaping, shopping, spending time with her grown children when possible, and even the occasional Hallmark movie—her favorite pastime for easy unwinding.

As for the future, Karen has plans to steadily grow her business, streamlining routine activities around the office to maximize her efficiency so that she can ultimately spend more time with clients in the field. With close to a decade of professional experience under her belt, combined with a sustained dedication to client-centric care, the years still to come are sure to remain bright for Karen Converse.



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