



Nearly 15 years into his career as a PGA golf pro, Lehigh Valley real estate agent Christopher Stager was at a crossroads. He loved the game of golf and working with his clients, but was frustrated by certain limitations. “Even at the best clubs there’s a ceiling to what you can make,” he explains. “But I realized real estate doesn’t

discriminate. Real estate provides a path to financial freedom and a flexible schedule — and with two young boys those are both very important to me.”

Now a few years into his career as an agent with Century 21 Pinnacle, Chris works with home buyers and sellers throughout the Lehigh Valley. “I work on deals with everything from \$50-thousand-dollar homes to million-dollar homes,” he says. Shortly after starting in real estate, he noticed something that has shaped how he runs his business. “I discovered that even though we have a lot of agents in the area, there’s a void when it comes to customer service and creative marketing,” he explains. “There’s a lot of agents who can sell, but I want to do more. I want to educate my clients on exactly what they’re purchasing and selling and I also want to be seen as going above and beyond for my clients in customer service, hospitality, and marketing. I want to make the process of buying and selling enjoyable and redefine service in Lehigh Valley real estate.”

Chris attributes a good deal of his success to following advice he received when he first became an agent. “I had someone tell me to always think ahead, be myself, and be authentic,” he says. “It’s important to know yourself and be able to convey to clients what you bring to the table,” he continues. “You don’t always have to know how you’re going to get to the end result; the important thing is to be planning your next move and perfecting your craft.”

A strong base of repeat and referral clients keeps Chris busy, as do the new clients he attracts through social media. “It’s the way things are done these days; I actually teach social media skills to other local agents and business people as well.” But his community involvement doesn’t end there. He is also a member of the Lehigh Valley Elite Network, as well as being part of an HBM roundtable with other local REALTORS® and being active in the GLVR Young Professional Network. Chris also coaches little league baseball and participates in Easter Seals charity events.

With all this going on, it’s hard to believe he has any more to give. And yet, that’s precisely his goal for this year. “I want to give more, and inspire my clients, other real estate agents and business owners to never settle,” he says. “I don’t really sell real estate for the money. My clients come first and I treat everyone like they’re a member of the family.”

Chris’s incredible positivity will no doubt continue to pay off. “Ultimately I want to be #1 in the Lehigh Valley and I am on the right track to achieve the goals I set out at the beginning of this journey,” he says. “If the daily grind gets overwhelming, I stop and think about how grateful I am for all the support I’ve received. I’m in love with my job and incredibly appreciative for everyone on the journey.”



Christopher Stager

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