

featuredagent

magazine

*Christy
Buck*





Christy Buck

As a third generation Texas REALTOR®, Christy Buck is proud to carry on the tradition of outstanding customer service established by her grandmother, who owned a successful brokerage while Christy was growing up. “She passed it down to my aunt and uncle, then there was period of several years where no one in the family was in the business,” Christy explains. That all changed in 1999 after she had her second child. “After hearing conversations about real estate all those years I always had an interest in it and realized it was finally the perfect time to start.”

Now Broker/Owner of her own firm, Infinity Real Estate Group, Christy and her team serve home buyers and sellers, along with commercial clients, throughout the Houston area. Based in Pearland, Texas, they are currently the #1 team in Brazoria County. “We pretty much dominate the area, and that’s because clients feel comfortable trusting us

with the biggest investment they’re ever going to make,” Christy says. “We work with anyone who has real estate needs and make sure those needs are taken care of. Clients at every price point receive the same level of exceptional service.”

The team of 13 begins every day by getting together for a meeting. One constant on the agenda is a review of their core values, which correlate to the word ‘Outstanding.’ “Each of the letters in the word have meaning for us, including optimistic, unity, trustworthy, and thankful,” Christy explains. “Those are some of the words we live by and the things we expect of one another as a team. We go over them every morning to stay on track and make sure we are staying true to how we want to run our company with ethics and integrity.”

As Christy continues to build her impressive team,



she shares with new agents much of what she's learned during her 15+ years in the business. "There are definitely pros and cons about this industry, but the benefits of setting your own destiny outweigh everything else," she says. "I tell people that they will get out of it what they put into it, and it requires a lot of hard work, long hours, and dedication to be successful."

The team has reached a point where more than one-third of their business comes from repeat and referral clients, and that number continues to grow. "I know it's because of the level of service clients receive and the experience they have from start to finish," Christy explains. "We look at our relationships with our clients as starting at the closing table, not ending at the closing table. We stay very involved and host multiple events to get together with clients throughout the year."

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As the team's success continues to grow, so too does their involvement with the communities they serve. They are active in fundraising for the Pearland Lion's Club, City Council and local police force, as well as participating in the Susan G. Komen Breast Cancer Walk every October. They also sponsor a number of local school sports teams and a community Christmas Parade every year.

That dedication to both clients and the community has earned Christy and her team some well-deserved industry recognition. They are in the 2015 edition of Who's Who Among Real Estate Professionals and



have received the Five Star Real Estate Professional Honor from the Houston Business Journal the past two years. “That one means a lot because it’s based completely on getting feedback from satisfied clients,” Christy says. The team members appreciate being recognized for their hard work, but there’s something else that means even more to them. “The biggest satisfaction we receive as a team is helping families make their dreams come true.”

True to its name, the Infinity team sees a future filled with limitless opportunity. “I have huge plans for the future,” Christy says. “We have plans to start construction soon on a new building for Infinity Real Estate Group, which should be completed in the next year, that’s phase one. Phases two and three will be two additional buildings to lease out. And we recently trademarked the Infinity name statewide and will also do so nationwide to sell franchises in the future.”

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