



In 2006, Christine was ready to take the enterprise to the next level and leverage her office with the power of Coldwell Banker's international imprint. Now, the business is flourishing more than ever, and Christine and her team have built a steadfast reputation for professionalism, resourcefulness, and value.

Serving the Pioneer Valley in Western Massachusetts, Christine and the team of Coldwell Banker Upton-Massamont Realtors serve clients from the Connecticut border to the Vermont border, all along the corridor of Route 91. Today, Christine heads an ever-growing office, consisting of roughly 30 agents and supported by an in-house staff of professionals that includes a marketing director, a trainer/coach, and an operations manager. For her part, Christine serves as Broker/Owner and focuses on building her office's resources and connection to the community. "Our agents have a great deal of support, which in turns gives them the ability to do a very professional job for their clients," she explains. "I'm here to help guide and support our agents, stay on top of rules and regulations, and act as an advocate for our voice in the community. Whatever our agents need, they know they can count on me to get them the answers and support necessary. At our company, we think of our agents as our clients — we want them to be successful so they can work successfully for their clients, too."

In terms of resources available to agents at Coldwell Banker Upton-Massamont Realtors, Christine cites global exposure, a host of strategic tools to source and target particular buyers, and the ability to stay ahead of new technologies as they emerge on the marketplace. As a result, Christine's office is the #1 Coldwell Banker Affiliate in the state of Massachusetts — a noteworthy feat due in large part to her vision for her office, as well as her agents' authentic investment in the goals of their clients. "It comes down to quality service," Christine explains. "Our agents are extremely knowledgeable, well-trained, and they pay attention to the details. Because they have access to the resources they need, they're able to guide clients thoroughly, from start to finish. We have a very good

"Our agents are extremely knowledgeable, well-trained, and they pay attention to the details. Because they have access to the resources they need, they're able to guide clients thoroughly, from start to finish. We have a very good reputation in the area because of our hard work and results."

reputation in the area because of our hard work and results." When it comes to listing properties, Christine's in-office marketing manager sits down with agents and clients to craft a custom strategy built around each property's unique characteristics. Then, the team leverages Coldwell Banker's extensive web access to reach target demographics and source a buyer in short order.

With agents in the office who have worked alongside Christine anywhere from 10 to 30 years, the team now drives 70% of business from repeat and referral clientele. What's more, the company takes its role in the community very seriously, and goes to great lengths to make a positive impact even beyond the pursuit of homeownership. "We want to be a vital part of our community," Christine says. "Our agents are very active on local and regional levels." Accordingly, Christine has served on various boards over the course of her career, including 12 years on the Board of Directors for the Northampton Chamber of Commerce, as well as time served on the board for the Massachusetts Association of REALTORS®. Likewise, she sits on the board for Habitat for Humanity of Pioneer Valley, and she and her team contribute to an annual build day on the organization's behalf. Throughout the office, giving is central. Popular causes include

organizations dedicated to animal welfare and sponsorship of road races that support cancer research. "For 18 years we were an independent company, and in many ways, we still operate like one," Christine says. "We think of ourselves as a local business — we all live locally and we work with local properties. Though we have the tools, systems, and recognition that Coldwell Banker provides, I'm able to make all the decisions for our business, and everything we do is with the community in mind."

Looking to the future, Christine plans to continue growing her business and stay consistently ahead of the industry curve. For now, she'll continue acting as an advocate for her agents and their clients, remaining steadfast in her commitment to quality service that builds community in the Pioneer Valley. Now, with decades of experience behind her and an unflinching eye on the road ahead, Christine Aubrey describes her professional philosophy this way: "It can be challenging out there, especially for new agents," she says. "At our office, we understand those limitations and opportunities. If an agent is serious about making a career for themselves, we are extremely dedicated to giving them all the tools and support they need to get there."

Back in 1988, Christine Aubrey began her tenure in the industry as the manager of a burgeoning home construction and real estate office. She had come from a background in teaching, but her immersive new role gave her the chance to learn from the ground up. As the company's real estate office continued to grow, Christine eyed expansion, ultimately merging with a successful local office in 1993. Unified in their efforts and talent, they became the number one real estate office in Franklin County, a top spot they still enjoy today. Over the years, Upton-Massamont Realtors continued to thrive under Christine's leadership, going on to open a total of four offices across Franklin and Hampshire Counties, with outposts in Northampton, Amherst, Shelburne Falls, and South Deerfield.

Christine Aubrey

Coldwell Banker Upton-Massamont Realtors

Amherst | Northampton | So. Deerfield | Shelburne Falls

413.665.3771 | chris@cbumr.com | www.coldwellbankerUMR.com