

featuredagent

magazine

*Christine
Robertson*



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It's often the unexpected twists and turns in life that lead us to where we are meant to be. Such is the case for Seattle Broker and Founder of Christine & Company, Christine Robertson. Her real estate career spans two decades, but it was an unconventional trajectory that brought her to where she is today. Initially licensed in Salt Lake City in 1996, she didn't start selling homes until after the housing crash in 2008. Instead, she was helping other agents get their businesses up and running as a real estate keynote speaker, 'The Speaker Chick.' So just how did that come to be? Christine explains, "I met Verl Workman, who was leading real estate seminars and teaching agents how to launch their businesses," she recalls. "But instead of launching my business, he encouraged me to start leading those courses."

Always up for a challenge, Christine started facilitating workshops, and found she had a knack for it. "I started

little by little, leading courses for people all over the world. The more I traveled the more I learned and the better I got," she explains.

She ended up working for some of the biggest names in the business. At the height of her speaking career, Christine was in high demand, speaking for Top Producer, Homes.com, Coaching Institute and more and was traveling five days a week, four weeks a month. Then, as it so often does, life intervened and in 2007 Christine got life-altering news. Her Mom was diagnosed with stage 4 breast cancer. Christine was devastated. She cut back her schedule and slowed down her work so she could spend more time with her Mom. She flew back and forth to Florida repeatedly over the next 18 months.

After losing her mom in the summer of 2008, and the housing crash engulfed the industry, one more brutal



blow came Christine's way — the company she was working for closed its doors. "After losing my mom, and all of my security, savings and income, I really had to look at what I wanted to do with my life, and being away from home that much wasn't it," Christine explains. "I remember sitting there on our bed with my boyfriend (now husband), Brad, and two dogs. I told him I wanted to take a big gamble and get into real estate sales and we may lose everything. He said, 'Everything that matters to me is in this bed. Everything else is a bonus. Go for it.' That was it. I started full time in January of 2009. The rest is history."

There's no denying Christine made the right move. "People thought I was crazy to start selling in a down market, but I had been telling agents for years how to launch their businesses, and decided to put my money where my mouth is," she says. After initially resisting the idea of forming a team, she is now CEO and Broker of Christine & Company, leading a team of nine who provide services to clients throughout

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western Washington. "I have agents who live all over the area, which allows us to cover everywhere from Gig Harbor to Everett, and the islands all the way to Issaquah," she explains.

Christine and her team compare what they do to the way an orchestra creates beautiful music. "In real estate, there are so many moving pieces but what matters is the end result — the performance. Our whole business model is based on outperforming anyone else by offering the best service and getting the best results," she says. "It's not a job for us. I eat, sleep and breathe real estate. If a client texts me at 11 at night, and I am up, I will text them back. Clients will often say I make them feel like they're



the only one I'm working with. That's the level of service I always strive to provide."

Every member of the team is committed to offering that same level of red carpet customer service. "We operate with a high level of integrity and keep our eyes on the outcome for our clients," Christine says. "Our job is to provide better service, take all the right actions, and provide better results." For Christine, that includes never treating real estate like a job. "I tell new agents that you almost have to be obsessed with real estate to be successful and always be willing to go the extra mile for your client."

Christine's willingness to go above and beyond hasn't gone unnoticed. The team has been voted Best of Seattle by Seattle magazine for the past five years. "We're super-proud of that honor because it's determined by a client vote, not an industry vote," she says. Christine was also just awarded Top 100 Most Influential Agents in Washington by

Real Estate Executive Magazine. The team is proud of the fact that their listings generally sell for 11% above list. "I always tell clients we pay for ourselves with our results and we have the statistics to prove it," Christine adds.

Christine and her team credit much of their success to Landmark Worldwide. Her whole team participates in Landmarks Courses. Christine says, "I give credit where credit is due and my life and business being extraordinary is largely due to the tools I received at Landmark. Any agent who wants to take it to the next level should do the Landmark Forum."

With the level of success she has achieved, it's easy to imagine Christine pursuing even higher heights, but that's not necessarily part of her plan. "I've seen agents in that mindset of more, bigger, let's expand," she says. "But my plan is to keep doing what we know works, improve our service and master our game."

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