

# featured agent

magazine



*Lauren*  
PARRELLA

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With a passion for serving others, a Bachelor's Degree in Law and Society, and a Master's Degree in Human Services Counseling, Lauren Parrella found that a career as a police dispatcher was a perfect fit for her calling. And for more than five years, it was. However, the day-time hours before her daily shifts allowed her plenty of time to explore other options, and in 2013, after the real estate industry piqued her interest, she decided to pursue her license. In the years that followed, Lauren set her sights on attaining a Brokers License and in March of 2021, she opened her own brokerage in New Jersey. But she has no intention of stopping there — she's currently waiting on the arrival of her Broker License from

the state of New York after recently passing the test. This is par for the course when it comes to Lauren's dedication to setting and achieving goals.

As the Broker/Owner of Realty Executives First Class in Montville, Lauren has grown her business from just nine agents and an assistant to 21 agents and two administrative assistants in just one year, with several more agents on the way. That is no small feat under any circumstance, however, all this took place right in the middle of the COVID era. "We opened the doors to a tiny space on one of the main streets in town and sold \$30 million in our first 10 months," Lauren shares.

Even as she accomplishes her personal goals, the spirit of helping others still resides in her and it's the culture she has fostered within her office. "I won't hire just anyone. You have to be someone who is not only hardworking and positive, but you have to be supportive of everyone else here. We're friends outside of work and we care about each other ... we're just one big happy family," Lauren explains. "There's no drama because we all have the same goals and are willing to help each other whenever we can."

And, although many talk about the family-like relationships they may experience with their colleagues, Lauren does have actual family members working in her office, which makes it all the more personal. Her mother is her personal assistant, her sister is an agent, and her father is newly-licensed and has recently joined them. Lauren's husband works for their affiliated title company and has become a part of Realty Executives First Class as well. "My husband is my rock. I would not be where I am without his support," says Lauren. "He never complains about the long hours, he roots me on when I have the craziest ideas and helps me out whenever he can ... I love that he is my partner in life and in business."

Because of her positive mindset and the culture she has instilled in the workplace, Lauren has benefitted in many ways. She boasts a solid base of clients and has garnered a stellar reputation in the industry. "When you work with us, know that you're going to have an honest and ethical



agent who will hold your hand through the entire process. We've earned trust because we work with our hearts and not with our wallets," Lauren says proudly. Clearly, the integrity she embodies has also played a huge part in her success. Lauren sees 70 – 80% of business stemming from past clients and referrals.

Although her agents work individually, Lauren takes on the role of mentor, partner and friend to each one, and has discovered that witnessing their success is one of the most enjoyable aspects of her job. "My agents are the backbone of everything I have become. I am beyond grateful for the loyalty and trust they show me daily," she stated. "I've personally trained all but one of the agents who have been with me since day one of their careers and it's so rewarding to see them now helping their own clients, changing lives, and thriving in this business."

For any Brokers or team leaders out there wondering how they can better help fellow agents find success in real estate, Lauren dishes out some solid advice. "I am

constantly stressing to my agents that although this is not an easy job and there will be a lot of rough days, they have to focus on everything they've accomplished so far," said Lauren. "Also, never compare yourself to anyone else. Just be yourself because that's who you're selling — you! People will appreciate that and will trust you because of it."

In the little spare time she has, Lauren enjoys reading and spending time with family while they boat on the lake at their vacation home. She also stays physically active by doing CrossFit and is in the process of building a CrossFit gym in her backyard so she can workout at a moment's notice. Additionally, Lauren is developing an app and writing a book to reach and guide an even wider audience of new and seasoned agents to success. Topics of her book will include how to look for a brokerage, tips on bidding wars, how to write a bio and how to care for your mental health and mindset. "It's all those things new agents don't know about unless they have a mentor to help them along the way," says Lauren.

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Looking ahead, Lauren is excited about the app she personally developed to be an organizational tool for fellow agents, whether they're new to the business or have years of experience. The app will act as a one-stop shop by assisting them in keeping things such as important information, to-do lists, and much more in one central location, and will launch sometime this year. She eagerly anticipates growing her business even further as she looks for a bigger office space in town to bring in more agents, as well as opening a brokerage in New York. “I don't want to have a revolving door of agents who come and go,” says Lauren. My goal is to add five to ten more agents this year while maintaining the same type of family atmosphere we already have.” As she likes to say, the sky is the limit in this business, and by the looks of it, Lauren is definitely on her way up.

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