



Going the extra mile and serving others with compassion are essential parts of Southern hospitality. With generational roots deep in North Carolina, his courteous manner is far more than a stereotype for real estate broker Cole Carros of College Corner Properties in Winston-Salem. As a broker with strong financial skills, a history of family entrepreneurship, and a high focus on referral-worthy service, Cole strives to serve his clients with both friendliness and competence.

“I cut my teeth with real estate at an early age,” says Cole. “I graduated from Elon University in 2016, and moved to Atlanta to join UBS, working in finance. Combining finance with debt structure experience led into brokering sales in commercial real estate, with a specialization in multi-family properties.” After his career in Atlanta, Cole returned to Winston-Salem and joined the family firm to lead both informational and operational development of CCP and further sales growth.

Cole brokers primarily multi-family property deals, though he has also worked in the single family and investment residential markets. “CCP is a small, yet full-fledged development, property management and brokerage firm,” he explains. “We have our own portfolio with predominantly college student housing, as well as market-rate residential rentals in Winston-Salem.”

Cole’s mother founded CCP after 30 years in the residential and commercial design industry, bringing her real estate and design background together to offer a more specialized scope of client services. “When our team works with clients for residential homes, whether they’re investment-grade or not, we do design consultations for any upgrades or improvements the client requires,”

Cole explains. “We have our own contractors and property management team that includes code management, remodeling, inspections, and contract services. Additionally, Cole’s brother, Ethan Carros leads on-site development and project management resources. “We provide top-to-bottom services that don’t end with just the real estate transaction. Our team’s skills and philosophy strengthen the property management relationship.”

Unsurprisingly, Cole views family as the most important aspect of the firm. “We are a family business, and we take honesty, integrity, and relationships very seriously. Those are the pillars of our business.” This ideology didn’t start with the real estate firm; his family founded a national appliance and electronic marketing company that began as a local appliance store in downtown Winston-Salem. In addition, a local barbecue business, Mr. Barbecue is still serving the community since 1962. “We’re family entrepreneurs,” Cole says. Because of this, maintaining the family brand is crucial. “It’s important that we have a soft touch and continue to build closer relationships than a basic transactional firm in today’s market. Whether, serving food, selling electronics or real estate, the entrepreneurial spirit is truly deep rooted.”

Cole is optimistic about the future of CCP and its growth. Plans to grow the brokerage side with new incoming agents is an upcoming goal, as is future growth in land purchases and sub-development work. Cole doesn’t want to stop there, however. “We would like to continue to scale with development and property management. I love working in a family business and I want to continue to grow all aspects of it.”

Cole will be finishing his MBA at Wake Forest University in August of 2022, and continues to enjoy his lifelong love of golf and hanging out with his dog, “Woodford.”

## Cole Carros

College Corner Properties LLC | Winston-Salem, North Carolina

336.782.1414 | [necarros@gmail.com](mailto:necarros@gmail.com) | [www.collegecornerhousing.com](http://www.collegecornerhousing.com)