



The path that brought Chris Case to her career in real estate may have been unusual, but perhaps that's what makes her such an unusually good agent. Chris worked for years in television and working in production with VIPs in conference centers and convention centers. Over time, Chris felt she was ready for something new. Acquaintances suggested that her gift for defusing conflicts and handling high-stress situations with

easy grace would make her a superb real estate agent. They were absolutely right.

Chris started her real estate career in 2020, just days before the shutdown. "Everything happened so quickly, and it was very strange," she recalls. At first, Chris was only able to find learning opportunities online, though she eventually found a coaching course that met in person once a week. Despite a tumultuous beginning, Chris sold eight homes in her first six months. "I've always been a go-getter and I really enjoy working with people, so it just seemed to click." In fact, since 2020 Chris has received three awards from Keller Williams: The Rising Star Award, the Pinnacle of Performance Award, and the Quantum Leap Award.

One key to Chris's success is her flexibility. "I think what's helped me so much is that I'm willing to work with all levels of clients and I will travel to wherever I'm needed," she explains. Chris has worked throughout Cleveland with every type of property, with price points ranging from \$25,000 to over \$1,075,000. Each client and transaction, big or small, gets her very best effort.

Another thing that makes Chris stand out is her superior customer service skills. Coming from the production industry, Chris knows all about making every experience a positive one. "I've had a lot of clients come to

me after not having a great experience with a previous agent," she shares. Chris empathizes with everyone she meets. "When I work with my clients, I feel like we're a team and we're going to make this happen together. There's a lot of emotion and stress involved for many people and they handle it differently, so I try to be that calm peace for them."

Clients know they can count on Chris, which is one of the reasons 70% of her business comes from return and referral clients. She provides her clients with support, clarity, and reliability and they know what's happening every step of the way.

Chris knows the importance of a strong social media presence, and she's happy to have been able to use hers for good. She enjoys posting "Fabulous Finds" where she shares interesting local businesses. Recently, she noticed a small field near a client's home and learned that the space was actually a rescue that rehabilitates retired horses and turns them into therapy animals. She created a video about the rescue which was viewed over 600 times. Chris loves helping others by sharing what she learns.

Kindness and empathy is a big part of Chris's personal life, as well as her career. She is a part of the KW Cares Committee, a group which provides aid to agents in crisis and will also contribute to humanitarian efforts during natural disasters and other traumatic situations. Chris has also started a program called Socks in a Box, which places collection sites to gather socks for the Northeast Ohio Coalition for the Homeless. In the two years since Chris began the program, they have already collected and donated nearly 1,000 pairs.

As Chris's client base continues to expand, she expects to be starting a team within the next year so she can make even more of a difference. Although her success keeps her very busy, when she does find the time, Chris loves to go to sporting events, walk her dogs in the park, and enjoy an occasional cruise

Chris Case

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