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*Chris  
Faircloth*

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# Chris Faircloth



## Roaring Ahead, Real Estate Agent Chris Faircloth Sets the Pace for Continued Success

Photography by Harry Washington



Chris is a specialist in listing and selling fine homes.

by Lara C. Chapman

Multiple award winning real estate agent and life-long resident of Hampton Roads, Chris Faircloth, entered the real estate industry in 1999. After struggling through the first two years, Chris broke free from a lackluster sales record and took control of her business. What followed was a sharp increase in home sales and a growing list of highly satisfied customers as Chris became a leading agent throughout the local region.

### Delayed Gratification

Before choosing real estate as her profession, Chris originally pursued a challenging career in construction management. In fact, she attended Old Dominion University and studied courses that ultimately landed her a great job at a local construction company. Or so she thought. Long hours and dull office conditions started

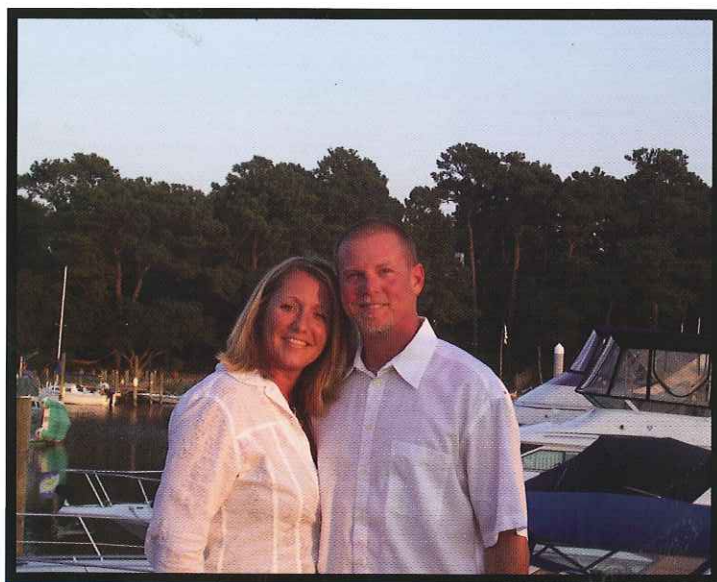
taking its toll and when Chris turned 29, she knew something had to change. "Working 50 to 60 hours a week in a salaried position just wasn't satisfying," says Chris. "So I decided to take control of my professional life, and work hard to grow my own business."

With the office job out of the way, Chris was able to put all her time and energy into a career in real estate. She marveled over the idea of being her own boss and earning unlimited income, but the work wasn't easy. As a matter of fact, the new job turned out to be quite difficult for the rookie agent, difficulties which carried through to her second year. "It was definitely a struggle when I first started my real estate career," says Chris.

But she was determined to maximize her entrepreneurial abilities, and soon Chris was busy helping countless buyers all over Hampton Roads find their dream home, either pre-existing real estate or new construction. Fortunately, Chris was able to use her construction management education while working on new sites and dealing with builders, which ultimately helped her clients even more. "My first day working new construction was on Sept. 11, 2001, at Dominion Lakes," says Chris. "I was new to site sales and also sick with worry. But everyone on site was so great and it turned out to be a wonderful learning experience."

#### A Welcomed Change

As Chris continued her upward climb, industry insiders began to take notice. One after another, she collected desirable awards and impressive achievements like the Hampton Roads REALTORS® Association Circle of Excellence Platinum, Gold and Silver Awards. In addition, she earned the Circle of Excellence Diamond Stud Award, Circle of Excellence Silver Nail Award, and Circle of Excellence Gold Hammer Award, which recognized her sales in



Bryan and Chris Faircloth unwinding after a busy week

new construction. And Realty Executives, a leading realty firm throughout the industry, added Chris to their 100 Percent Club twice. As her status began to soar, her husband predicted all along what a big success Chris would become. "From the very beginning, my husband always encouraged me," says Chris, "and I wouldn't be where I am today without his support."

Never one to underestimate the power of higher education, Chris continued to learn and absorb new information that would allow for easier transactions. She's an Accredited Buyers Representative (ABR), a certified VHDA instructor, and completed all the brokerage courses needed to get licensed, which inched her closer to that coveted broker license. Along with her educational strengths, she's also joined several local and national real estate associations to increase networking capabilities. "Continued education and networking are so important, not only for me but for my clients as well," says Chris.

#### Success in the Present

Located on Office Square Lane in Virginia Beach, Realty Executives is where Chris reports for duty. An exceptional franchise and originator of the 100 percent commission concept, the national real estate leader has thousands of top-notch executives all over the world. And because Chris is serious about her level of professionalism, she works with a team of experts to achieve most excellent results, including one full-time assistant, one licensed agent, and one virtual assistant. Through hard work and an unyielding knowledge about the seven cities, the Chris Faircloth Team continues to lead the way as a premier customer service provider.

The team's virtual assistant, Deborah Webb-Hyre of Virtually Indispensable, is an essential part of Chris's success story. The two have worked together for several years, composing flawless presentations, impeccable virtual tours, and professional marketing materials for potential customers. And during this day and age real estate agents can never be too tech savvy with over 75 percent of home buyers using the Internet for their real estate needs. "Technology plays a huge role in our marketing success through the use of multiple niche related Web sites, virtual tours, Web commercials, and property domains," she says.

But most importantly, Chris has a long list of referrals that keep her business roaring full speed ahead. An impressive 75 percent of all her business comes from previous customers with her multiple Web sites taking in the leftover 25 percent. Additionally, she provides first-time buyer seminars and private consultations to help beginners overcome fears and uncertainties of the complex real estate process. "Even with the majority of my clients being

The Chris Faircloth Team: Joy McCall, Chris, Alex Cooke, and Deborah Webb-Hyre. (not pictured).



referrals, I still prospect one to two hours every morning," says Chris, "and I've seen amazing results."

She spends plenty of time farming the Dominion Lakes Neighborhood in Chesapeake, the same location she served as an on-site agent. "I've sold 49 homes in Dominion Lakes so it's been a great investment for me," says Chris. But as the market shifts, she diligently looks for business wherever she can. "Through daily prospecting, I've made the proactive decision to keep my business strong," Chris says. "Every day I go after expires, for sale by owners, and of course, those precious referrals!"

Last year alone, Chris sold millions in real estate properties and is carrying this trend into 2007. On average, she sells a home in approximately 41 days, 15 percent faster than the market average of 48 days. What's more, her list-to-sale ratio is 1 percent higher than most real estate agents, so that's extra cash in her seller's pockets. Along with her hard earned sales record, she's proven herself as the preferred choice for home buyers and sellers in the Hampton Roads metropolitan area.

However, what's a life without plenty of well-deserved leisure time? When she's not with clients, Chris enjoys traveling, diving, and photography. Actually, Chris and her husband own an underwater photography business where they work as a team to capture exotic, truly unique photos. "I dive ahead of him and search for subjects and he comes in and shoots," says Chris. "His work is on display at Fusion on Pleasure House Road and Center of Attention in Virginia Beach."

#### Not There Yet

Long gone are the days when Chris was just one of thousands struggling real estate agents. Largely due to her solid real estate knowledge, team of experts, premier customer service, and cutting-edge marketing, she continues to gain gratifying success and industry recognition. But through all this, Chris remains humble. "I firmly believe my success is measured in the number of people I help reach their dreams," says Chris. "I'm not where I want to be yet, but every day I work towards that goal." ★



*Chris*  
**The Faircloth Team**

The Foundation For Your Dreams!

for more information about buying or selling property, please visit:

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