



Over the past five years, the real estate industry has seen many things: the best market ever; a progression to a more balanced, more competitive market; and a rush of newbies greater than anyone's seen before. To that end, this year's crop of Realtors on the Rise winners reflects a sizeable showing of quality agents who have entered the market within the past five years.

From their impressive sales figures, to their innovative marketing strategies, to their community involvement, *Real Estate* magazine's editors have chosen 50 Realtors on the Rise, selected from hundreds of candidates. We congratulate this year's winners on stepping up, pushing forward and committing to the real estate marketplace.

By Stephanie Andre

Real Estate magazine's 3rd Annual
Realtors on the

Rise 2007

**Honoring 50
of the industry's
up-and-coming agents**

that “he is always willing to lend and share a hand.”

Shelley Watkins
RE/MAX Affiliates
Menomonie, Wisconsin

In real estate since: 2001 **Great sales:** Watkins is now showing a 381% increase in volume, compared with last year. **For the community:** Watkins and her husband are building a full-size hockey rink with locker room facilities on their own property to provide ice time to local youth.



Shelley Watkins is devoted to her children and supports their development in sports and social activities. There is rarely a day where Watkins isn't attending a game or event with one or both of the children, and often this requires long drives, but she still meets the demands of the real estate customer, including showings at night and early in the morning.

Renee Weinberg
Prudential Douglas Elliman
Long Beach, New York

In real estate since: 1998 **Top of the class:** Weinberg is in the top 2% of all Prudential Douglas Elliman agents. **Survivor:** Weinberg is a two-time cancer survivor and is now a strong advocate for Memorial Sloan Kettering and raises funds for them whenever she can.



Renee Weinberg has doubled her business from all of 2006. To that end, she was the first Realtor in Long Beach to form a team of five because of her high demand. In this year alone, she has sold 33 units and still has five pending contracts (at press time). She manages approximately 25-35 listings at a time and sells about 75% of them on her own. She estimates that 90% of her business comes from referrals and word of mouth.

Jamie West
RE/MAX of Naperville
Naperville, Illinois

In real estate since: 2004 **Desire for more:** After 10 years in the computer industry, West decided he wanted a more flexible schedule and greater control over his own earning potential.

Jaime West keeps his online approach simple. Rather

Coming Soon...The Power Team Report & Survey

Don't forget to watch out this December for RISMedia's first annual Power Team Survey. Similar to its annual Power Broker Report & Survey ranking the nation's top 500 brokerages, the Power Team Report & Survey—scheduled for release in February 2008—will rank the nation's leading agent teams according to closed transactions and sales volume. Results of the survey will be published in *Real Estate* magazine, RISMedia's *Power Team Report* and online at www.rismedia.com.

Power Team Surveys will be available online for agent teams to complete in December of this year. Teams will be asked to provide third-party verification of all financial information reported. The survey will also poll agent teams on the key trends and issues most affecting their business. To receive the Power Team Survey directly when it becomes available, please e-mail Executive Editor Maria Patterson, maria@rismedia.com.

than relying primarily on his own Web site, he concentrates on leveraging the power of the most popular national and regional sites, such as www.Realtor.com, www.remax.com and www.illinoisproperty.com. West finds that when consumers search the major Internet sites, they note which agents have multiple listings in a given area, and are most likely to give those agents a call.



Katrina Williams
John L. Scott Real Estate/LML
Lynnwood, Washington

In real estate since: 2004 **Projections:** Williams predicts \$34 million in gross sales for this year. **Number-one priority:** Spending time with her two children.

Katrina Williams firmly believes that the buying or selling of a home does not need to be filled with stress for the client. So, she goes out of her way to ensure that the client has an exceptional experience. “My goal is for each and every one of my clients to walk away from their transaction with a ‘whew, that was easier than I thought’ and know that the skill and professionalism demonstrated by my team is what made this all appear and feel effortless.” **RE**

