



## SHINE BRIGHT

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It's tempting, faced with short days, wet roads, and jolly-holiday hoopla, to sit back, call it a year, and figure on getting back to the real estate business after New Year's.

Not so for Cheri Chavez, with Coldwell Banker Apex Realtors in Dallas-Fort Worth. "I can't afford to slow down," she said. "I have to keep the pipeline open. I contact everyone in my database at least four times a year, and absolutely at the holidays. I know that buyers looking during the holidays are very serious buyers - and homes that are decorated for the holiday season sell well because they look so warm and inviting."

Sheila Marsh, a top producer with Coldwell Banker Residential Brokerage in Newport Beach, California, said buyers who are looking during the holiday season are almost always qualified buyers.

"They may have already sold a home, or they have it listed, and they are anxious to find their new home," she said. "I may not have as many showings in December, but the ones I do have are productive."

Marsh finds the holidays a perfect time to combine business and social activities.

"I call or email everyone in my SOI," she said. "People are happy to hear from me, and I can thank them in person - and sometimes, the most casual conversation can open the door to new business."

It's likely this holiday commitment to their base is at the core of these agents' consistent success - and that 'doing more of what they do all year long,' as Chavez and Marsh do, is the underlying cause of theirs. act providing for the incorporation and regulation of title insurance companies, which triggered the founding of title insurance companies in urban areas all over the country.

