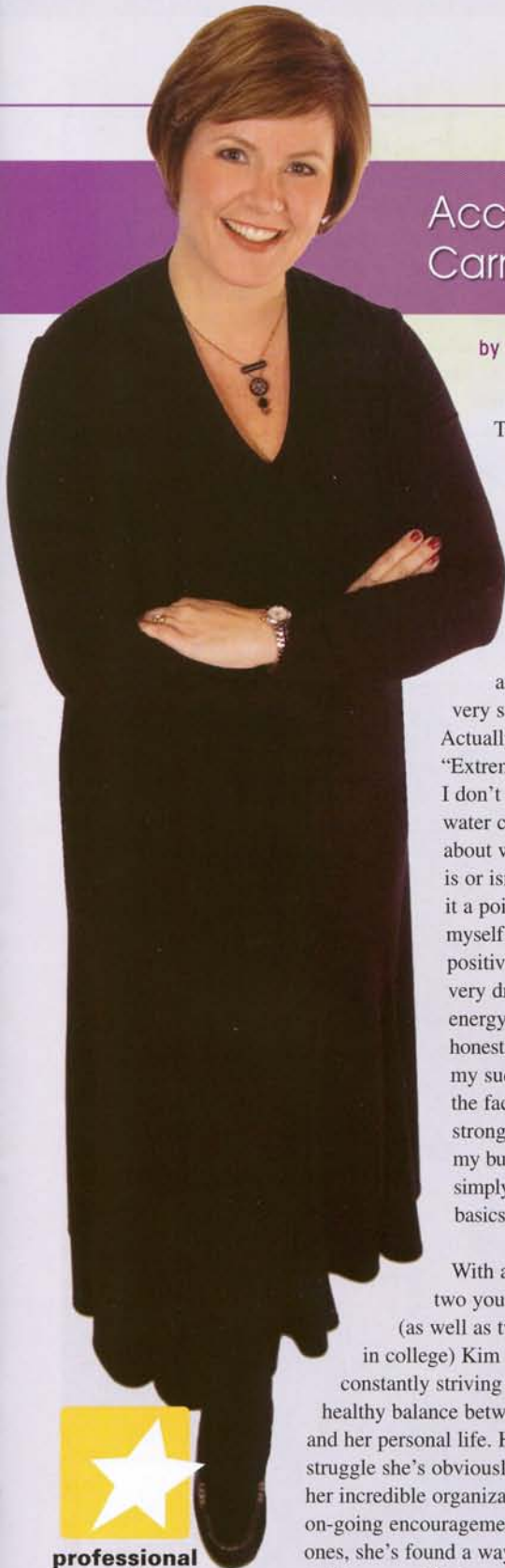




Accountability, Organization and Enthusiasm Carry Kim Melin to New Heights of Success!

by Susan Cushing • photography by Mary Tymoshuk, Portrait Design



Tunnel vision," is one method that Kim Melin of Coldwell Banker Burnet, utilizes to maintain her focus and sustain her very successful career.

Actually, she says, "Extreme tunnel vision. I don't sit around the water cooler lamenting about what the market is or isn't doing. I make it a point to surround myself with like-minded, positive people. I'm very drawn to that energy. And, to be honest, I think much of my success hinges on the fact that I have a strong commitment to my business plan and simply working the basics of real estate."

With a husband and two young sons at home, (as well as two step-children in college) Kim says she's constantly striving to maintain a healthy balance between her career and her personal life. However, it's a struggle she's obviously winning. With her incredible organizational skills and on-going encouragement from her loved ones, she's found a way to preserve this judicious equilibrium.

"It helps that my whole family is involved and very supportive," she acknowledges. "When I made the decision to begin my real estate career we had a family meeting and I basically laid it all out, 'here are the demands on my time and these are the rewards the family will enjoy.' I'm very family-oriented and truthfully, without their wholehearted support I could not be doing what I am."

Kim starts her day very early, usually arriving at her office by 7 am. Because she tackles her to do list with characteristic vigor, she's usually home by the time sons, Gunnar (ten) and Bjorn (eight), are home from school.

"Accountability" is another word that frequently finds its way into Kim's vernacular.

"I'd have to say my greatest, individual source of support comes through my Accountability Group," she says. "I've participated in this dynamic group twice a month over the course of a year and I find the feedback and reinforcement absolutely invaluable. Personally, I think you can go through all the best training in the world and read the best books, but without accountability it's all for naught."

And Kim knows about excellent training. It seems she's availed herself of every opportunity for growth and additional knowledge. She routinely returns to Star Makers seminars as well as many other learning opportunities.

"It wasn't so long ago," she recalls, "that I was the new kid. Coldwell Banker Burnet offers a phenomenal University Program. It's very detail-oriented and ideal for starting off on the fast track."

Interestingly, they recently approached Kim to become one of the instructors.

"I really love training," she says with genuine enthusiasm. "My course covers open houses and sphere of influence. It makes me happy to be able to help others the way I was helped."

She also extends warm kudos to her mentors. "My aunt and uncle, Linda and Dick Distad, were absolutely the driving force in getting me into real estate," says Kim. "My uncle has been a REALTOR® for some 28 years and they both kept telling me, 'You'd be a natural,' and have met with me and advised me throughout my career."



professional
profile

Her energy, enthusiasm, and single-minded determination have carried this perky brunette to phenomenal sales and a throng of delighted clients whose loyalty is unwavering.

"Kim has very high energy, and it's obvious that she loves the real estate business," says Robin Peterson, president of Coldwell Banker Burnet. "She's also very customer service oriented and will do whatever it takes to provide the highest level of service to her clients."

Husband Steve plays a key role in her business. "We're a great team," Kim acknowledges. "He works with me, does a lot of my pre-listing home maintenance, painting, and all that prep work as well as staging. It's wonderful to have him as my partner because I know I can trust him and his work. This is also invaluable to my clients."

Some might call her an over-achiever, having earned her GRI, E-Pro, Master Sales Person, and Certified Stager designations. Oh yes, she's currently working on her CRS as well! But to Kim, it's all just part of offering clients the best representation possible.

"I'd like to believe that all the elements I've put in place and the quality of service that I strive for has made a difference," says Kim. "It's very rewarding when I get a listing such as the for sale by owner I took over that had been on the market since June of 2005. I received the listing on February 6 of 2006. We did our prelisting maintenance and staging, then photography and the home was sold, the transaction complete, by February 16!"

The incredibly grateful seller, who had since moved to Chicago has this to say: "My house had been on the market by owner for over a year. Kim Melin, implemented a proactive approach, utilized effective communication, and provided exceptional service to ensure rapid 48-hour sale of my home... Since I was out of state at the time of closing Kim also took care as signing as legal representation. A job well done!"

What's truly amazing is that this is not the exception, but the rule. Kim has experienced unprecedented success in marketing/selling homes that others saw as hopeless. But she modestly protests that it's simply my job.

"I subscribe to the school of thought that you should always under-promise and over-deliver," she says. "It's something, one of so many important lessons, that I was taught by my wonderful parents, Richard and Pat Schaak. I'll always be grateful to them for their love and wisdom."

Kim's favorite times are those spent with family. When Andy and Sarah are home from college the whole family enjoys skiing, camping, and boating. Gunnar and Bjorn are skateboard enthusiasts, so time at the skate park is virtually mandatory. ★

My Core Values:

- To always live by the "get by giving" philosophy
- To always make my client's number one goal my number one goal
- To always live up to my standards, despite temptations to lower them
- To always be willing to work toward a common good
- To always do what I say I will do, sometimes more, just never less

Kim Melin

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