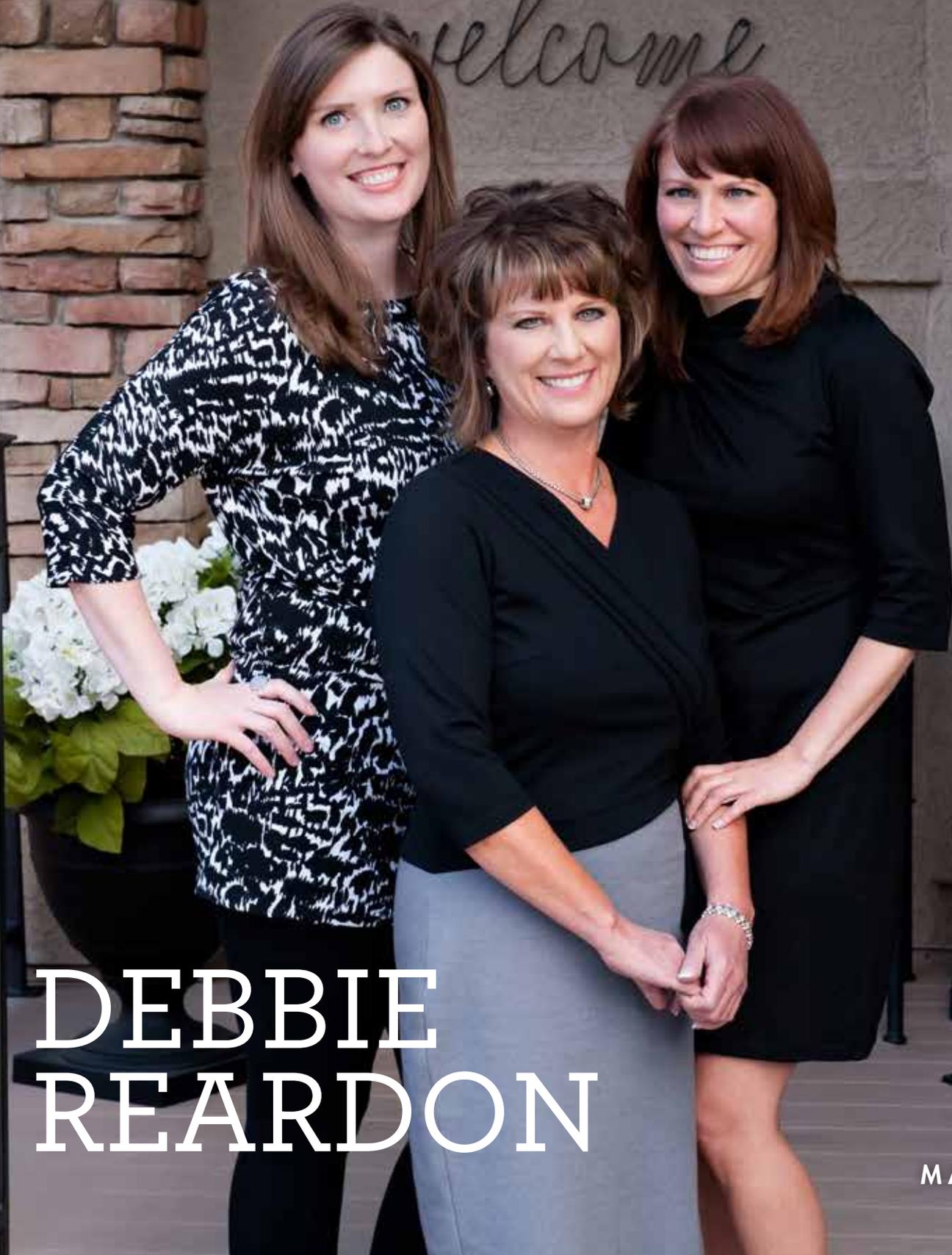


COLORADO SPRINGS

REAL PRODUCERS

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welcome



DEBBIE
REARDON

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BUILDING A LIFE VIA A CAREER



By Debbie Reardon



When I entered the Real Estate Industry in 1993, a short time after my family and I had relocated to Colorado Springs from our hometown in New Jersey, I thought I was starting a new business that would enable me to make a good living while juggling a busy family with three young daughters engaging in school, sports and activities that, as a working mom, I didn't want to miss. What I didn't know at the time was that this business would navigate me to meet such wonderful business associates, vendors, and clients who would become life-long friends and would support me through one of the toughest events of my adult life.

Building relationships in the business have always been my focus. What I didn't expect were the friendships. Clients have become life-long friends that I have socialized and traveled the world with. I couldn't be more thankful for that. I feel truly blessed to have enjoyed my career so immensely, but the added bonus of these relationships has been the unexpected pleasure of this industry.

In the spring of 2015, my husband, Vince, was placed in hospice care after a long battle with cancer, and the immediate response from the real estate community and many of my friends/clients was astounding. My associates at The Platinum Group were amazing; they stepped in

and handled my business, treating my clients as though they were their own, and delivering daily meals for my family. Although I was unavailable for several weeks, my business never missed a beat and my clients raved about the service they received from these wonderful Platinum Realtors. After Vince passed, the support and camaraderie continued for months; I felt as though I had fallen out of a window, but this

community provided a safety net to catch me. Although I was going through one of the most devastating experiences of my life, the support and love from these wonderful people definitely made it more bearable for me and my family. There were over 500 people in attendance at Vince's funeral, and so many members of our Real Estate family contributed their time and efforts to make the service beautiful. I received over 500 sympathy cards and hand-written notes, mostly from people he and I had met through my real estate business – all of which gave me great comfort at a time when I really needed it.



I love the flexibility of having each day be different and the opportunity to help people in so many unique ways. ”

When I was a new realtor, I heard a woman speak at a conference and she said that this industry allows you to “build a life via a career”, and in hindsight, I can attest to that statement. As most business owners will confess, these types of careers can literally take over your life, but, in my experience, this has been a blessing, not a curse. It’s been a huge benefit that the business spills over into my personal life and vice versa. Separating work and play can be difficult in Real Estate, but why bother when you can do both? Most of my dearest friends today were either associates or clients of mine at one time. Some of my fondest memories are of entertaining, traveling and celebrating with the wonderful people I’ve met through Real Estate. My life has always been about love. Love for God, love for family and friends, and love for my work. This outlook has allowed me to prioritize it all.

This business affords us the opportunity to host, sponsor and attend so many lovely community events, parties and special occasions. It has been particularly satisfying for me to watch all of the friendships that have formed independently as a result of these efforts. I have had the privilege of working in my own neighborhood and getting to know many of the residents of Peregrine over the years. This is the neighborhood that welcomed us from New Jersey in 1990 and provided the home my family grew up in. It was the “village” we chose to raise our family in, and will always be home. This neighborhood has been extremely kind and considerate to me and my family; it is such an instrumental part of our family’s story, and now I watch my grandchildren play in the same parks as my daughters did.

Recently I have enjoyed the added bonus of having two of my daughters join my real estate team, which was both a huge surprise and delight to me. My oldest daughter, Kelly, had been a high school Spanish teacher for 11 years and had obtained her Master’s

Degree in Education when one of my business partners relocated to California. I invited Kelly to join my real estate team and to my astonishment – she accepted. Kelly has worked side-by-side with me for the past four years and truly has developed a passion for real estate. Then, two years later, my middle daughter, Kim, who was a corporate accountant in banking for 10 years, and had earned her Master’s Degree in Business Administration, also decided to join us. Kim and Kelly both bring strengths from their prior careers that are extremely helpful in the business. They both understand and practice the strong dedication to customer service that has been the cornerstone of my business since day one.

My late mother, Marie, was a realtor and she had originally encouraged me to get into the business when I was working as a Medical Technologist in the hospital blood bank. My daughters are third generation realtors who grew up listening to the vernacular and observing the industry first-hand. They are both very hard workers and are dedicated to the business and together we make a great team. I am filled with pride that something I dedicated so many years to building has now become a family business.

Being a realtor has never felt like “work” to me. I love the flexibility of having each day be different and the opportunity to help people in so many unique ways. I enjoy getting to know all of the members of each family and I get so much satisfaction from helping people find the perfect home or sell their current home to move on to a new chapter in their life.

The professionalism and camaraderie I’ve found in our Pikes Peak Association of Realtors is another advantage of practicing Real Estate in this community. Getting to work with

other professionals with a shared vision is a wonderful opportunity I don’t take for granted. I have particularly enjoyed the associations and friendships I have been fortunate enough to have formed with other top producing realtors through the Elite 25 and Peak Producer’s Organizations over the years. Both groups have offered fun and meaningful venues while touring beautiful homes and dedicating our time and energy to volunteering and helping those in need in our community. I have also had the pleasure of always working at great companies and have appreciated the support of all of the owners and brokers of each of the companies I have been associated with very much. The owners of The Platinum Group Realtors have been very supportive to me over the years and I am thankful for the way they have welcomed my daughters to our group with open arms.

Additionally, some of the most beneficial and rewarding relationships I have had in my business have been with the wonderful and talented contractors we have gotten to know over the



years. Many of my clients and friends say “call Debbie – she’s got a guy” when folks are looking for a contractor to assist with different jobs around the house. My contractor relationships have been one of the strongest bonds I have had in the business and I couldn’t do my job without them doing theirs so superbly. Most of our needs in this business are urgent due to the nature of contracts and deadlines, and to have an arsenal of highly competent vendors willing to go the extra mile for our clients is, in my opinion, one of the greatest services a Realtor can provide.

I look forward to my continued association with all of the wonderful people I have gotten to know over the past 23 years and to always enjoying the business as much as I do now. I feel so fortunate to be able to work in a business that I love so much and to be surrounded by my family and good friends on a daily basis. I envision great business for all of us and wish the best to everyone associated with the real estate industry in Colorado Springs. My family and I are eternally grateful for your support and for the joy the business has brought to us – even in the face of great loss.