

# TOP AGENT MAGAZINE

## CHRISTIE LEWIS



Real estate is a business, but Christie Lewis of Paradigm Realty in the St. Louis, MO, area, doesn't view it that way. In fact, one of her most distinguishing factors is that she keeps the business part separate from her engagements with buyers and sellers. "I remove myself from the equation during listings appointments or showings; it's about what I can do for them." She notes that her brokers, Dave and Liz Fendler, are the best in the business. "Dave says it's never about us," says Christie. "He and Liz are unlike anyone else I've ever dealt with. They were my inspiration for entering real estate."

Christie, who had built a successful corporate career before meeting the Fendlers, didn't plan to be a REALTOR®. But with inspiration from Dave and Liz, she earned her license in 2011 and worked part time for them alongside her sales training role for Enterprise

Car Sales. "When Liz said I was making my numbers, I was surprised!" she says. "In Corporate America I was obsessed with numbers, but I didn't keep track in real estate." It was her passion for people and properties, she soon discovered, that helped her reach goals without fixating on them. "I was doing all I could to help my clients accomplish their goals, so I didn't worry about my own goals or paycheck." She admits this sounds unusual. "My success comes from helping people do what they need to do."

Christie eventually made the decision to leave Enterprise, which had treated her well for 18 years, so that she could focus on real estate. "I'm meant to be in real estate," she says. "It brings together all the things that are important to my life and work. I love it." That love transfers to the clients who trust her. Serving buyers and sellers from Oakville to O'Fallon and St. Charles County in suburban St. Louis, those people inspire her daily. Christie connects with them, showing compassion and going beyond the call of duty.





Although understanding people is vital to her success, knowledge and excitement of properties also inspires Christie. “I understand from my marketing background how important pricing is, but in real estate it’s even more about how you market a house,” she says. “Every house has a personality. I figure out the personality of the house and the area before staging listings accordingly.” She then optimizes pictures to showcase the home’s unique features. “For MLS, the cover photo must be the front of the house, but that doesn’t tell a story. I create a collage featuring the front view with three pictures across the top to tell a story.” Christie’s staging and marketing skills help clients make money while saving money.

Because Christie grew up in the area she serves, her market understanding serves buyers and sellers well. She also gives back to the community. “I give try to more than I’m asked to!” Among the causes dearest to her are the ALS Association, St. Jude’s and Big Brothers Big Sisters. “Our family does the ALS Walk in St. Louis every year; we lost my mother-in-law to ALS in 2014 And since 1996, I’ve been a ‘partner in hope’ for St. Jude’s,” she says, adding that her cousin’s daughter is currently being treated there for Ewing’s carcinoma. Family, of course, is Christie’s “Why.” With two sons, ages 10

and 8, she and her husband have no shortage of sporting events, school activities and fun to attend to.

Energetic, outgoing and warm, Christie loves surrounding herself with others. She plans to build a team to support her business as it grows, but she will do so in a way that allows her to continue connecting personally with clients. “I recruited one of my former clients to work as my contract-to-close specialist and we just added a Buyers’ Agent to our team in January,” she says. While she aims to increase her transactions and volume, she will always uphold her promise to stay fully engaged.



To learn more about Christie Lewis, visit [christiesellsstlouis.com](http://christiesellsstlouis.com), email [christielewis10@gmail.com](mailto:christielewis10@gmail.com) or call 314.495.8260

