



### **Just listed: 59 and so ‘fabulous’**

Victoria Printz hits reset button and starts new adventure



Stewart Doreen, MRT.com/Midland Reporter-Telegram  
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A Midland institution – impacted by much, including the year 2020 – was calling it quits and leaving town. Victoria Printz was taking a leap of faith.

Printz is many things to many people. In terms of business, she has been a leader in Midland’s real estate market – having sold more than \$100 million in residential real estate and carrying the label as “Midland’s career leader in home sales since 1998.”

She’s also been a supporter of Midland and its nonprofits, including Centers, The Life Center, Senior Life Midland, Aphasia Center of West Texas and The Field’s Edge.

Karmen Bryant, one of Midland’s best in the nonprofit arena, said of Printz: “She was always buying tables and filling with friends or helping with special projects. She is a very special lady, for sure!”

For her efforts, Printz was named a “Woman of Achievement” by the Uptown Midland Business and Professional Women and as a “Woman of Distinction” by the Girl Scouts of the Desert Southwest.

“Like so many others have said, it’s the amazing people that make Midland extraordinary!” Printz said. “Although it’s sometimes enjoyable to be anonymous. ... I really miss seeing all the friendly, familiar faces. Midlanders have a unique gift — of embracing their own.”

### **Her next stop**

Her letter to friends remarked that a “series of coincidences” during the summer led her to Vail, Colorado. Many a Midlander has enjoyed an escape to a mountain home in Colorado and New Mexico, but for Printz this was different.

She told her friends that 2020 has been a challenging year. Business, personal life, even her passion – ballroom dance – wasn’t safe from COVID-19 and 2020 was year to forget.

“As we know & trust, God will use all these difficult circumstances for the good of those who love Him,” Printz wrote. “... So, we can all look forward with great & positive expectations, for the next chapter!”

Her next chapter starts with “house-sitting” in a \$25 million home built by the former lead singer of Metallica, James Hetfield. “12,000 square feet of fabulousness” is how she described her temporary crib – a place where she can check out future real estate job opportunities and finish her book, a girlfriend’s travel guide. “Finding one’s way into fabulousness takes just slightly more effort than stopping by the first place one comes to,” said the former cruise ship social director.

### **It's a service industry**

The daughter of a real estate agent came back to Midland in 1995 and built The Victoria Printz team, which was No. 1 in Midland last year with \$115 million in sales and 246 transactions. The team’s alums include Janeen Pruitt Lyson and DeLaura Gammage, who have gone on to build their own top real estate companies.

Kerri Payne has been with the Victoria Printz team for around 10 years, and on Sept. 1, she purchased the company. Payne said her career with her own

company hasn't changed much – just moving from one desk to another. She also said that she follows someone who branded the whole business and had other agents “striving to be like her.”

“I was lucky to step into the perfect running company,” Payne said.

Payne said Printz's secret is follow through, but that success with clients goes beyond answering one's phone or arranging house showings. Printz is renowned for her invitations to parties and her affinity for sending out hand-written birthday, anniversary and Christmas cards. Payne said the mailing list was around 3,000.

“It's an easy way to brighten another's day in this world of text messages and emails,” Printz said. “I would do this daily, early in the morning before the phones started ringing ... a great way to start the day! And yes, following up and keeping in touch is definitely Marketing 101!”

And as far as the real estate business was concerned, Printz said, “Well, one can look at the constantly top selling agents, year after year, and know for certain that those agents have always put service and follow-up at the top of their list.”

### **Real estate in the blood**

Printz, the daughter of Gene and Jeannie Printz, is a Midland High graduate. Jeannie was the first Printz selling homes in Midland; she worked for Don Harvey Realtors. Maybe, it was destiny that led Victoria Printz back to Midland, to build Victoria Printz Team Realtors and impact so many people in and outside the business.

It also could be about the “nines.”

Printz's letter to friends told them the story about how her life has changed dramatically in her “9” years. It included going to college at 19, “never to return to this little town and my parents who knew nothing,” she wrote in the letter.

It was at age 29 that she put aside a career at an Austin-based title company and chased an adventure “more exciting than waiting for retirement.” She went to work for Royal Viking cruises – “the highest rated cruise ship in the

world, leaving from Hong Kong to enjoy several years doing 108-day world cruises with some of the “rich & famous” of the world,” she wrote.

At 39, she was back in Midland to start her second stint in the Tall City. As expected, she has reached her next 9 of consequence – 59 – and her home will be Austin. While she thought about remaining in Colorado, she decided to return to the Lone Star State. She is a “Texas girl” after all.

Still, with some regret and both eyes looking forward, she is convinced the time is just right to sell her successful company, to shut down the ballroom dance studio, to pack up and put Midland in her rear-view mirror, to chase her next adventure.

“So much more to say,” she wrote to her friends, “but we can get to all of that when I see you personally and have time for ‘more intentional quality time’ with friends. Lots of unknowns, lots of risk in unraveling one’s career of 25 years, lots of stress in making this move so quickly...but I am ‘taking a leap of Faith!’ I am (frantically) wrapping things up ... as you can imagine.”