



## **Readers' Choice 2015:** **Victoria Printz paves way for powerful female Realtors**

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Victoria Printz always knew it was likely she'd follow in her mother's footsteps and have a real estate career, but knew it wasn't something she could do until she'd seen the world.

"I knew that I would have a knack for real estate, but I didn't want to do it until I had done some other things," said Printz, whose mother, Jeannie, was a top Midland agent in the 1980s. "I knew I would not get in with one foot, but I would jump in head first."

After graduating from Southwest Texas State University with dual degrees in marketing and public relations, Printz moved to Austin to work at an insurance title company. She was named president at age 28, but soon secured a job that would enable her to see the world.

Printz worked six years as "The First Lady of the Vessel" for Royal Viking cruise lines where she was a social director. Printz's first cruise was a 108-day world cruise that left from Hong Kong.

In 1995, realizing her parents needed some attention in Midland, she moved home to start her real estate empire. After working alongside her mother for 18 months, Jeannie retired and Printz hired an assistant.

With her first listing, a \$39,400 home in Permian Estates, Printz got to know the neighborhood and establish some relationships that would ultimately yield future customers.

"I hosted open houses every Saturday and Sunday. I had no other listings and nothing else to do, and the neighbors would come by to visit with me because I was there so much," Printz said, referring to herself as the 'Queen of Permian Estates.' "...Then, those people went on to the next price range and called me to sell them the next price range, and so on. Now, my average price is over \$300,000."

By 1998, Printz became Midland's top agent, according to MLS listings, and has maintained that title since. Her business and client list have grown simultaneously throughout the last 20 years.

"Many people think real estate looks fun and glamorous, but it's a lot of hard work," Printz said. "For every nine-hour business day, I'm working another nine hours in the evenings to make it look effortless to my customers. My goal is to have my customers show up at closing thinking this was so easy. My responsibility is to take the pressure and the responsibility off the shoulders of the people who hire me. Otherwise, everyone would be doing for sale-by-owners."

Providing feedback, time, attention and frequent communication with every customer are the key ingredients to success.

"I do not believe in making excuses to people, and I try to return every call and email by the end of the day," Printz said. "People pay me a lot of money for the service I offer and I don't want to be a complainer or a whiner with excuses."

In 2002 she opened the Victoria Printz Team Realtors and brought buyer-seller representation to Midland.

"My peers told me buyer-seller representation would not work and that turned out to be a falsehood," Printz said. "Now, many agents have adopted the team concept."

With buyer-seller representation, Printz works almost exclusively as a listing agent to help her clients sell their properties. Printz considers her company a team of 14 experts who all play a specific role within the sales

process. Printz has a lead buyer's agent, a licensed agent responsible for contract to closing, two marketing representatives and a community involvement coordinator who is also responsible for event planning.

"I've always believed you do one thing and be the very best at what you're doing. Work from your strengths and hire people who are good at the other things — computers, marketing, contract to closing, working with buyers — so you can specialize in that," Printz said.

Every member of her team goes through an 18-month training program — six months at the front desk, six months in marketing and six months as her assistant before assuming a permanent role on the team.

"The barrier to entry in the real estate field is minimal. You can have a license in a month, but that doesn't mean you have knowledge," she said. "I've found that it takes a good 18 months of working in the environment to understand it. You can't learn this business in the classroom; you have to learn it in the trenches."

Though she once hired experienced agents for her team, Printz said that at this point she prefers to hire new talent and train them in the industry from start to finish. She has trained many of Midland's most successful agents.

"My goal is to empower women. I am big on girl power and I want women to be the best they can be and ultimately, if they decide, 'I can do it better than she can, so I'm going to go venture and do it myself,' I'm OK," Printz said. "I used to be hurt by that, but as I've grown I understand that nobody is going to take from me what is intended for me, nor can I take from them."

This year, Printz has adopted a new strategy to create foot traffic in her listings, introduce out-of-town artists, jewelers and designers to Midland and raise money for nonprofits.

"The market has changed drastically this year. We enjoyed a three-year boom and now we're going through a cycle of having to come up with creative ways to get traffic through properties," Printz said. She hosts a house party with a featured artist or entrepreneur about once a month at one of her listings.

"We want exposure for the property and we are able to bring a new product or designer to Midland. Whoever is featured at the show gives 10 percent of

their proceeds to a nonprofit," Printz said. "The hope is that the homeowner benefits as much as the charity and the artist who is bringing their goods to Midland."

The new way of increasing exposure of her properties appears to be working. Printz expects 2015 to be her largest volume year ever. She is on track to have more than \$40 million in sales.

"I like to think of myself as a straight-shooter agent. My goal is to offer the seller accurate, current information on comparable homes and set a fair price," Printz said. "Some agents are known for being big negotiators and will price 10 percent over what they are really expecting. But my reputation is, the list price is what we expect. I rarely stray from 1 to 3 percent."

Becoming Midland's top producing agent, with a total sales volume of more than \$391 billion since 2000, hasn't been easy and without sacrifice.

"There was a lot of sacrifice in my life. When all my friends were having children, I was here working," Printz said. "Most of the open house events I host are geared toward girls' nights because that's when I see my friends — getting my social stuff in through work activities. Marriage came at age 50 and I am very lucky to be married to a fabulous man who understands my work ethic."

Printz enjoys dedicating her spare time to multiple nonprofit organizations. Printz and her husband, Bob Bintliff, served as honorary chairs for Centers for Children and Families' Aug. 6 benefit, 'An Evening with Ben Crenshaw.' The event drew more than 1,800 attendees.

(Link: <https://www.mrt.com/news/article/Readers-Choice-2015-Victoria-Printz-paves-way-7412183.php>)