



# Sneak Preview

RESIDENTIAL REAL ESTATE AGENT

## Victoria Printz



Just three years after jumping into Midland's real estate business, Victoria Printz snagged the spot as Midland's top producing agent and hasn't slowed down yet.

Since 1998, real estate powerhouse Victoria Printz has led the pack in sales volume, many times achieving double the volume of the second place agent.

For the fourth time, Midland Reporter-Telegram readers selected Printz as the Readers' Choice for residential real estate agent, earning her "Gold" honors.

"I work very hard to achieve success and want to make the real estate process as seamless and easy as possible for my customers," Printz said. "I am very happy to have my hard work recognized by readers."

Printz has never been afraid to try something new and break out of the ordinary mold.

When peers told her bringing buyer-seller representation to Midland wouldn't work, she did just that.

In conjunction with the 2002 opening of the Victoria Printz Team Realtors, Printz took the opportunity to become strictly a listing agent.

Nearly 95 percent of her business is on behalf of sellers, who she communicates with frequently and provides immediate feedback following open houses and showings.

"My goal is not to have a lot of showings at every listing, but a few very quality showings and a full price offer," Printz said. "We don't want people that are looking for a four bedroom looking at a three bedroom."

The 14 employees working for the Victoria Printz Team are specialists in a specific part of the real estate 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 that 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."

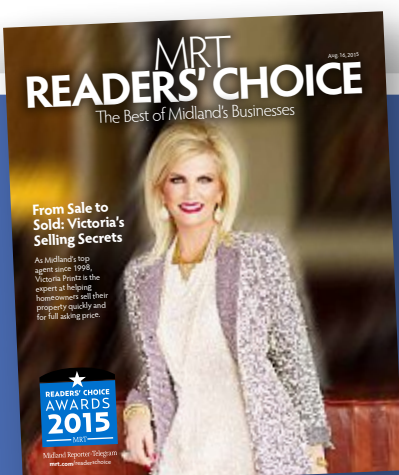
This year, Printz has adopted a new strategy to create foot traffic in her listings, introduce out-of-town artists, jewelers and designers to Midland and raise money for nonprofits.

"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 as Printz expects 2015 to be her largest volume year ever. She is on track to have more than \$40 million in sales.

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