

## Victoria Printz sees fruit of hard work, community involvement



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Statistically, Victoria Printz has been one of the top Realtors in Midland market for decades. She has seen the ups and downs of real estate and her business, Victoria Printz Team Realtors, continues to capture a healthy percentage of the market share of inventory across the city.

With more Realtors than available homes on the market, Victoria Printz Team Realtors is home to “very talented agents” and an in-house marketing team to support the buyer and seller looking to one of the most significant purchases of their lives.

Printz talks about challenges for 2019 and the secrets to her success.  
MRT Media: What was the good and bad from 2018?

Victoria Printz: The first half of 2018 was too active in the local housing market. During those six months, with oil rising back toward \$70 a barrel, and lots of relocations into Midland, the average number of homes on the

market fell below 225. That compares to an average of over 580 during the first half of 2016. The second half of 2018 moderated, as oil prices moved back toward \$50 to \$60 a barrel. We saw inventory increase somewhat, to an average of 335 homes on the market. But still, definitely a sellers' market. And median prices during the second half of 2018 were over \$335,000 versus \$295,000 in the first half of 2014, when oil was over \$100 a barrel.

MRT Media: What is your outlook for 2019?

Printz: We hear from Midland's top executives in the oil industry that we all need to be prepared for a decade or more of sustained growth. The price of oil goes up and down; it always has. But these industry leaders say that the unique opportunities for developing oil and gas in the Permian Basin will drive that sustained growth. And we have already been growing our population at 2.75 percent over the last eight years, including a couple years of downturn. I hope that initiatives such as the Permian Strategic Partnership and Priority Midland can help us adequately prepare for that growth.

MRT Media: What challenges do you anticipate for 2019 and beyond?

Printz: The same ones that we have all been talking about in these initiatives: adequate supply of housing, quality of public education, adequate investment in roads and infrastructure, quality of health care, etc.

MRT Media: How has the decades of experience in real estate prepared you for the latest housing boom?

Printz: I learned long ago the value of specializing ... becoming very good at certain things, not trying to do all things. My role on the team, in addition to team leader, has evolved into almost exclusively working with sellers. I personally visit each home, make price recommendations, and I personally list most of the properties you see with The Victoria Printz Team Realtors sign in Midland. My team consists of very talented agents who primarily represent buyers. And we have an in-house marketing staff to support all of that.

MRT Media: What do you tell those wanting to become real estate agents about how to be successful when the number of available homes is nearly half the number of agents?

Printz: One thing would be to specialize ... .by type of property, neighborhood ... pick some segment of the market and become great at it. And be active and visible in the community. And be prepared to work very hard.

MRT Media: We believe marketing is overlooked by some in business. What is your strategy when it comes to marketing the agency?

Printz: We use all approaches -- from traditional ones such as display ads in the Midland Reporter-Telegram and billboards, to current technology such as Facebook and virtual tours. And I personally stay very active in the community, participating in most of the nonprofit fundraising efforts that go on year-round.



Written By

Stewart Doreen, Editor for the Midland Reporter-Telegram

(Link: [https://www.mrt.com/special\\_pubs/business\\_insider/article/Victoria-Printz-sees-fruit-of-hard-work-13732413.php#photo-17156551](https://www.mrt.com/special_pubs/business_insider/article/Victoria-Printz-sees-fruit-of-hard-work-13732413.php#photo-17156551))