

TOP AGENT

MAGAZINE



VICTORIA
PRINTZ



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If anyone knows real estate in Midland, Texas, it's Victoria Printz. "I knew I would get into real estate at some point, but I wanted to do other things first," says Victoria, who grew up in Midland, "being late for cheerleading practice because there was always one more house for my mom to show." After all those years being shuttled from property to property, at age 18 she left Midland thinking she'd never return. But home called her back.

She earned her college degree and spent 16 years doing everything from serving as president of a title company in Austin to traveling the globe while working for a cruise ship com-

pany. "I'd had some exciting adventures, but I was ready to settle down," Victoria says of her 1995 return to Midland. Today she is at the helm of an all-women, 16-member team covering real estate sales and property management in and around Midland. "We're a boutique real estate company as opposed to a large franchise." Their focus on Midland reflects their values. "We believe in doing one thing and doing it right."

Each member of The Victoria Printz Team brings special expertise. The group includes buyers' specialists, four property management experts, and a robust, in-house marketing



department. “Out of approximately 511 agents currently in Midland, to my knowledge only a handful have someone doing their marketing, but we have a team of three – a media marketing director, a marketing director who manages all the photos from the houses, and a special events marketing coordinator,” says Victoria. Her sellers, therefore, benefit from wide but targeted exposure across various outlets.

Among the team’s agents, Victoria takes the lead with listings while others support the high need for resourceful buyers’ agents in this fast-moving seller’s market. When Victoria first returned to Midland in 1995, many

agents still represented both buyers and sellers in a given transaction. But Victoria sought clearer lines. “I knew I might spend an hour in the house and be able to bring them an offer the next day representing a buyer, but I didn’t ever want the confusion over who was representing whom.” This ideology led to starting her own firm, where she focuses on listings and her agents primarily represent buyers.

“The key to my success is that sellers want three things from me – feedback, feedback, feedback,” says Victoria. “And buyers want three things from buyer’s agents – time, time and time.” Clients get the full package with



The Victoria Printz Team. Victoria spends much of her time updating sellers on market conditions, reactions from showings, the success of marketing campaigns and metrics around pricing and competition. Her marketing department puts listings on more than 200 sites with high-quality photography and virtual tours, plus special open house events that not only to spread the word about listings but bring hundreds of Midlanders together in a lively, social setting. “I also have a staging company we work with on occasion,” she adds, noting that the current low inventory in Midland lends itself to fast sales at list price when her team tailors marketing to the perfect buyers.

As she appears to quickstep through her fast moving real estate business, Victoria still gives back to the community, earning awards from organizations like the Girl Scouts, who recently honored her as a Woman of Distinction for her leadership, community involvement and service. Meanwhile, she actually does do the quickstep, the tango and more. “Last year, I was nominated for a local Dancing with the Stars fundraising competition and, after two months of ballroom dance lessons, I won!” She soon opened a ballroom dance studio across the parking lot from her office, which she occasionally lends out to support local community events.



Looking ahead, Victoria plans to expand her strong presence with the relocation market. “So many large oil companies are located in Midland and we work hard on behalf of the international relocation companies,” she says.

Local market expertise, savvy negotiation skills, plus a love of working with people – not to mention ballroom dancing – helps Victoria make Midland real estate appear to be a smooth waltz.

To learn more about Victoria Printz,
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