



## **'I just missed my community' ... Victoria Printz returns to Midland**

### **Realtor says return about quality of life, not closings**

By [Stewart Doreen](#), MRT.com/Midland Reporter-Telegram, May 7, 2023

One of Midland's most well-known Realtors decided she needed a break after career-defining years in 2017-19. "The difference in 2016 and 2017 was about a 40% increase in my closings," said Printz, who estimated her closings reached around 300 annually during that three-year whirlwind. "Those had been the biggest years ever and why I left in 2020."

Printz needed a break and ventured to Vail, Colorado, where she became a "house-sitter" 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 the mountain home in a 2020 interview.

Tired of the snow and cold weather, she made the trek to Austin, where she took a stab at one of Texas' most bustling real estate markets. The Texas A&M Real Estate Center shows the average home sold in a month inside Travis County peaked at \$807,000 (more than double Midland's) last year. Certainly, there was money to be made during her stay in the "Capitol City," but what Printz gained was an understanding that she didn't know what she had in Midland until she was gone.

"What I found was -- having been here my whole life -- I don't go anywhere that you don't see people you know, whether it's the grocery store, getting gas or wherever," said Printz. "I was just super lonely, which was a huge surprise because I really thought when I left that I would enjoy blending in and not being worried about whether I had lipstick on to go to the grocery store or not. ... I was going to the grocery store just to make eye contact with somebody. ... I just missed my community."

### **Less billboards, more carpool**

Being one of the top Realtors comes at a cost. Printz said when she left in 2020, she was spending around \$11,000 a month on billboards. Those days are in her past, she promises. "I love to be on the billboard," Printz said. "But you know, with the billboard comes a lot more business. "I don't need to make as much money because I'm not spending as much money, which means more quality time with family and friends."

Her hope is the next stage of her real estate career and life isn't about professional closings but "personal contact." She is again officed in "Realtor row" on the north end of Big Spring Street, just

south of Loop 250. However, the Victoria Printz and Co. office isn't as big. It doesn't need to be. She just needs space for her abundant wall art, her marketing machinery and two other Realtors – who may or may not work from home on a given day.

She can also fulfill a goal of being a carpool aunt to a pair of pre-teens, “who are my heart,” she said. Learning the ways of the carpool culture took a few trips but seeing family has made it all worthwhile.

### **Still about marketing**

Anyone who's done business with Printz knows the effort she puts into marketing. It's a lot more than refrigerator magnets, although she's been known to send them to prospective clients. The day of this interview she was preparing the latest mailer to remind people that she, Sarah Bradbury or Kelley Looney “can help.”

The envelope also included a postcard-size alert “calling all volunteers” because the Midland Friends of Libraries and Literacy needs volunteers. There also is a note to remind clients of a “Kendra Gives Back Party,” which promised to provide 20% of purchases would go to Centers. “This is my fourth mail out this year,” Printz said.

Bradbury, a transplant from Alaska, said Victoria “ups the ante on marketing” -- enough that she sends pictures of Printz's marketing efforts to her team in Anchorage. “She's constantly thinking about people, which I don't know how somebody that busy can think about people,” Bradbury said. “It is just the little things. It can be something from a Dollar Tree that is put in a pretty package – just something to show people that you're thinking about them.”

### **Another run in Midland**

Over the years, Printz, a Midland High graduate, has left Midland for a stint in the cruise ship industry and more recently to take a leap of faith and recharge her batteries. Still, she is one of Midland's most accomplished Realtors with the closings to prove it. Real Estate is in her blood, and her mother Jeannie was in the business, working for Don Harvey Realtors. Jeannie passed away early this year. Returning to Midland allows Victoria to help her father through a period of adjustment. “I was really sad about my mom but so grateful that I was here these last few months,” Printz said.

Will Victoria be back on a billboard? Maybe. But the pace she sets for herself will not resemble 2017-19. “If I would have continued, I don't think I would be here,” she said of the breakneck pace. “Really, I think I would have fallen over.”

Victoria Printz knows how to make a pitch, whether it is to a group of people in The Woodlands hesitant about a transfer to Midland or repeat customers in Midland looking to put their home on the market. Ultimately, though, no pitch was needed for her to return to Midland.

“It was great to be home,” Printz said. “I never thought I would be so thrilled and appreciative to live here in Midland, Texas, USA.”