

NASHVILLE EDITION

# REAL *Producers*

JANUARY 2017

Informing & Inspiring Top Producing Real Estate Agents

Giving 111% with  
**ERIN  
Krueger**

**I ♥ REAL Producers  
Holiday Celebration Recap!!**

Partner Spotlight:  
**Kristen Staback**  
of Cutco Closing Gifts

**TOP  
200  
STANDINGS**

Rising Star:  
**Jack Gaughan**



# ERIN KRUEGER

## *Giving 111%*

cover story

By Emily Daniel  
Photos by ReadyLight Media

Erin Krueger, team leader and owner of The Erin Krueger Team of Synergy Realty Network, grew up on a cattle farm in Pennsylvania. She attributes much of her success to the values she learned from helping her dad on the farm. Before school and on weekends there was always plenty of work to do. Erin has no complaints about the work expected from her, "My dad taught me what working 110% looks like. To this day I keep a notepad with me at all time and keep a to-do list and I do by best to do 1 better: 111%"

When Erin was just 21 years old both of her parents were killed in automobile accident. She was an undergraduate at the time and went on to finish her degree, run the family farm, complete an internship and help take care of her sister. "I'm so truly thankful to have

parents who instilled in me hard work and raised me to be an independent woman," Erin shares.

Erin moved to Nashville 15 years ago knowing no one. At the time she was an advertising and marketing executive. During the height of the recession she got her MBA from the University of Maryland. She had always maintained a level of interest in real estate and invested in it on a small scale. Looking for a career change 11 years ago she made the jump to real estate and hasn't looked back.



In her business today, Erin demonstrates working 110% to her clients, team and the entire real estate industry. REAL Trends ranked Erin as the top individual realtor in Tennessee and #15 in the country based on her production of 344 transactions in 2015. For 2016, her team is on schedule to close even more transactions with many being off-market.

Until the last couple of years, she was quietly building her own business. As more people started taking notice of her she found herself with the opportunity to continue to build and grow her business and to start a team. "I'm an entrepreneur first, then a realtor," says Erin. "I was meant to be in real estate. Every day is a new opportunity to put out a fire or to bring a smile to someone's face." Real estate is much more than a transaction based business to Erin and her team.

Erin never expected to have a team, however, as more opportunities came up she saw the need for one. She views each opportunity as a platform to grow her business to the next level. She's built a team around her who not only compliments her strengths but each adds to the strength of the team. Her team consists of Laura Dahl, Georgia Mascali, Joyce Marie Risi, Erin Johnson, Annette Hutchinson, and Meg Shike. Erin is unwavering in her support of her team. "I will do anything in my power

to make sure my team is successful because their success is my success."

Erin leads the team with knowledge, work ethic and an uncompromising goal of making every transaction flawless. "Erin builds each of us for success and provides us a lot of opportunities. She is a great leader who encourages and motivates us often," shares team member Laura Dahl. Erin coaches her team to know they can do anything.

Each client working with Erin's team is treated with top notch customer service whether they are a first-time homebuyer or in the luxury market. The team is also passionate about serving their fellow realtors. Erin elaborates, "We have customers and clients. Our customers are our fellow realtors. We want every transaction to be stellar."

"I love what I do, I just keep my head down and work. I'm a bulldozer," says Erin about her success. She's genuinely surprised by the attention she

and her team have received. But she's not surprised by the success. Her work ethic, executive background and experience in real estate are the optimum combination for success. She's strategic and looks at each client with fresh eyes and makes a plan perfectly tailored for them.

Erin and her husband, Doug Harris, love to travel and are foodies. They are animal lovers and have two rescue dogs, Cagney and Lacey. Erin and her sister own a property at the beach together. It was her dream not to just own a property, but for her dogs to have a beach to play on. "The beach is our little haven away from it all," says Erin. Erin is passionate about giving back. Her team participates in Habitat for Humanity builds and financially gives back to the organization. Personally, being an animal lover, she also supports Big Fluffy Dog Rescue.

Giving advice to new realtors or realtors looking to grow their business, Erin suggests getting as much education as you can and put yourself in a position to do business. "Don't be afraid to think outside the box or ask for the business," shares Erin. "This business can be very challenging. Don't get discouraged."

Erin knows the value she brings to each buyer, seller or investor and never undersells herself. She believes there's enough business for everyone to be successful. And she's genuinely happy for the success of others and looks to better the real estate industry as a whole. "We should all strive to be positive advocates for our industry," Erin says.

Erin excels in her business because of her commitment to giving her best to her team, clients and fellow realtors. She's unrelenting when it comes to service and getting the job done. From small town farm girl to real estate mega producer, Erin proves with hard work, education and commitment anything is possible.