

# TOP AGENT MAGAZINE

## KRISTY THIESS



Kristy Thiess, who has branded herself *Your Real Estate Guide*, is also an ingenious marketer who understands the nature of today's technological advantages when it comes to selling homes.

Multi-million-dollar top producing agent Kristy Thiess of Coldwell Banker – Brenizer Realtors in Eau Claire, Wisconsin is an unstoppable dynamo in the real estate world. Her combination of enthusiasm, authenticity and market knowledge has vaulted her to a leading position as a top agent for all five of her company's Northwestern Wisconsin offices.

In addition to working with both buyers and sellers, Kristy works alongside local builders, which allows her to provide her clients with valuable advice regarding purchase of new construction and vacant lots. She is also a member of the Chippewa Valley Builder's Association, and is proud of the work they do for her community.

Kristy began her sojourn in real estate back in 2000, when she was living in Phoenix and studying business management. One of her teachers suggested she give real estate a shot, and she decided to give it a try. "I took classes," she said, "and it was really the most fun I'd had in my life. It was just the best time for me." Upon returning to Wisconsin, she got married and started a family. After years in retail management and building a couple of network marketing businesses, she finally decided to jump back into real estate, and has been with Coldwell Banker since 2015.

Kristy's success can be measured by her stunning rate of client loyalty: over 85% of her business is based on



repeat clients and referrals. “My clients tend to come back to me because they really trust that I’m going to be there at any point in time that they need me, and they individually feel like they’re my top priority, and they really are,” she explains.

Building relationships with her clients comes naturally to Kristy, and she counts among her close friends many of her former customers. “The amount of time I spend with my clients results in a relationship that goes well beyond closing,” she says. “I think it’s important for them to get to know the real me, not just a salesperson.” Staying in touch with past clients is also an organic process for Kristy, and she maintains contact via emails, social media and simply by virtue of the friendships that have been built.

Kristy, who has branded herself *Your Real Estate Guide*, is also an ingenious marketer who understands the nature of today’s technological advantages when it comes to selling homes. “My network marketing career taught me that repetition is incredibly important,” she says. “Ultimately, buyers are not waiting for a realtor to bring a property to them. I feel that being aggressive with getting my listings in front of buyers where they are is a successful strategy.”

While the financial rewards of her career are not inconsiderable, it’s the more personal side of the business that Kristy finds the most rewarding. “I love when my client is thrilled about the process and looks back at





the end of the day and says how great the experience was for them.”

Kristy is adamant about giving back to her community, and to that end she donates \$100 from every transaction to a local charity on behalf of her clients, and supports multiple local organizations including Toys 4 Tots, The Community Table, Feed My People, and Vets Fighting 4 Vets, among others.



When she’s not working, Kristy enjoys nothing more than spending time with her husband, their four children, and her large network of friends.

Looking to the future, Kristy’s plan is to continue to grow her business and continue to impact the real estate industry in a positive way. “Real estate agents often get a negative rap, and I really want to change that,” she says.

When asked what advice she might have those interested in a career in real estate, Kristy replies, “If you have the opportunity in life to do something that makes you a better person and brings life into your life while allowing you the opportunity to work with people in impactful ways, do it. That said, honestly, this business is not for the person who doesn’t understand the importance of constantly learning, challenging yourself and being persistent.”



For more information about  
**KRISTY THIESS,**  
please call 715-379-4125,  
email [KThiess0401@gmail.com](mailto:KThiess0401@gmail.com) or  
visit: [kt-yourrealestateguide.com](http://kt-yourrealestateguide.com),  
[kristy@kt-yourrealestateguide.com](mailto:kristy@kt-yourrealestateguide.com)