

# TOP AGENT MAGAZINE



*Renee Roberts*

When speaking with Top Agent Renee Roberts, owner of Success Real Estate in Canton, Massachusetts, one thing is abundantly clear: this is a woman who thoroughly enjoys what she does for a living, and she seems to have quite a bit of insight about how to keep it that way.

For one thing, the working environment at the Canton office of Success, which she has owned since 2009, is a friendly one. Each of the more than 30 agents working for her possess qualities that enhance workplace camaraderie. Renee professes astonishment over the hiring practices of other realty companies. "Other offices seem to take just about anybody. I can't say enough good things about my team. Everybody who works here has a great attitude, they're here because they really want to be here. It's a lot like a family," she says. The emphasis Renee places on a comfortable workplace culture has proven itself effective in not only making her team happy, but their clients as well: Success Real Estate is currently on track to be named Number One Real Estate Office in Canton for the third year in a row, and have tallied sales of over \$1.4 billion in the three years since it began operations.

Goodwill and a pleasant working environment alone do not make for a successful business, and Renee understands that hard work is the true underpinning of her success. "I hear so many stories about clients working with other companies who can't seem to get a return phone call, or an email replied to. We all work hard here to be responsive to our clients and to show them that they can trust us," she says. Renee is no stranger to hard work, having joined the workforce at the age of 13 (she sheepishly admits to fudging her age on her application) in the mailroom of a local Microsoft software subsidiary. She was eventually promoted to a marketing position, but after 12 years the company was bought and she was faced with the choice of either relocating to Dallas or accepting a substantial severance package. Deciding to stay in Canton, she accepted the package on the same day she learned she was pregnant.

Fearing that her pregnancy would make finding a new position difficult, she began to cast about for a new career option, and obtained her REALTOR'S® license in 2003.

Her initial stint with Century 21 held a few surprises for the novice REALTOR®. "I learned that nothing that you learn in real estate classes is applicable to the actual work. I think I was surprised at the amount of time it took, the fact that for every one easy deal, there were 29 that were substantially more difficult. Some people think REALTORS® are making easy money, but servicing your clients well is really a non-stop commitment."

In 2009, Renee decided it was time to strike out on her own, and met with broker Steven Webster, who, as the owner of Success Real Estate in neighboring cities, offered her the opportunity to open her own location in Canton. "My office was the first franchise-like situation for Success Real Estate. It works out very well, I get to rely on their infrastructure and capitalize on a sterling brand name."

Born and raised in Canton, Renee's status as a hometown girl is one she wears with measurable pride. "Canton is a great community. It's just outside Boston, we have a lot of amenities to offer residents: a fantastic school system, reasonable property taxes, a commuter rail system. Because of those things, it's been less effected by the economic downturn than some of the neighboring communities." Her longtime residency in the town gives her another edge over the competition, and Renee understands that knowing one's product is paramount to effective selling. Being able to provide clients with information as critical as school district zonings, she says, is equally as crucial as seemingly mundane information regarding local restaurants or grocery stores.

Having found a happy balance between career and family, Renee is determined to maintain it. Although success as the owner of her own business has come quickly, and she plans to eventually expand into outlying communities, she is in no hurry.

"I'm just letting things go as they go," she laughs. Considering how well things have been going for her and her business, that sounds like a great idea.

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