

MEET KIM AND HEAR HER STORY ABOUT HOW JOINING KATRINA EILEEN CHANGED HER BUSINESS

LET KATRINA EILEEN REAL
ESTATE HELP YOU ON YOUR
ROAD TO SUCCESS!



KATRINA
EILEEN
FOR PROFIT | FOR PURPOSE



Situation:

Kim Pelham had been a successful real estate agent in Idaho but wasn't able to get her business going in the Seattle real estate market.

Solution:

Katrina Romatowski, the founder of Katrina Eileen Real Estate, explained the Seattle market to her and supported her with leads, coaching, and the opportunity to learn about staging a home for sale. She also taught her in depth about creative financing and problem solving.

Result:

Kim Pelham has become successful as both a real estate broker and owner of a home staging business.

The Situation

Kim Pelham sat and stared at her computer screen. The ad was for an office manager in a real estate brokerage firm. She struggled with the decision about whether to respond to it. She had been a successful real estate agent in Idaho for two years, but since she moved to Seattle, she hadn't been able to get her business going. Maybe the time had come to give up and get a job. If she got this job, at least she would still be working in the industry she loved.

The company was Katrina Eileen Real Estate, which had just been founded by Katrina Romatowski. When Katrina met Kim, she told her that she was too good a real estate agent to work in any other role, including office manager. Kim became Katrina's first broker.

"She really helped me when I was depressed and stuck. Just having somebody believe in me and help me get started was really valuable."

The Solution

The Seattle real estate market was decidedly different from the Idaho market, with which Kim had been familiar. The higher home prices were intimidating, and she found it hard to get used to the different forms. But Katrina was there to help her.

“She allowed me the opportunity to get familiar with the city.”

Katrina gave Kim her first buyer client, a gentleman from Arizona who bought a home with Kim’s help. Although the first few clients were tough to land, the leads that Katrina generated started to turn into clients for Kim.

One of the leads was a man whose home was in foreclosure. Kim worked with him for six months before he finally became her first listing client.

Kim had been gaining experience in staging homes by helping Katrina stage them. Real estate agents didn’t often stage homes in Idaho because of the lower home prices, but Kim found that she liked it and saw the value. Katrina generously rented staging furniture to Kim for her first listing, with the rental fee paid at closing. The sale was so successful that Kim started to win more clients from it.

“I like the way Katrina thinks differently and comes up with different ideas. She’s worked with a promotional company, so we provide a vacation package when a client buys or sells a house with us. It’s a nice gift.”

Not only did Kim secure more clients, both buying and listing, but she eventually started her own staging company, something she couldn’t have accomplished without Katrina’s help in getting her foot in the door.

Kim continued to learn from Katrina as she built her real estate business, notably how to perform creative financing. She appreciated that Katrina was always available to answer questions but allowed her more and more autonomy as she needed less and less support.

“I’ve learned a lot from her on how to structure deals when you’re working directly with the seller.”

The Result

By 2018, Kim made gross commissions of over \$235,000. She achieved these results while spending about 15% of her time on her staging business and another 20% of her time helping her husband with his construction business.

Now that Kim is an established broker, she appreciates that Katrina Eileen Real Estate is the kind of brokerage firm that charges its experienced brokers uncommonly low

fees and allows them ample freedom. They control their business setup without an excess of supervision or meetings. Yet there is a comprehensive program for new brokers that teaches them everything they need to know. Plus, all the tools they need to become successful.

“The depth of her knowledge and the creativity that she has to get deals done is amazing.”

Kim has come a long way from the day when she thought she would have to give up on being a real estate broker. She credits Katrina for providing the support she needed to reach the goals she has achieved.

“She’s a really good person. She really cares about people that work for her. She’s gone the extra mile for me in different situations.”

If you're ready to take your real estate career to the next level, contact katrina@katrinaeileen.com.