

Boyd's efficiency, professionalism win plaudits

Partner and mother, Holly Boyett, plays important role

By Elizabeth Malone
CONTRIBUTING WRITER

When Kim Boyd signed on as listing agent for a \$1.1 million piece of property



Boyd

last year, little did she know she would turn one transaction into seven.

Boyd, the top-producing agent in the Re/Max Achievers office, sold a 1950s contemporary home on a 3.1-acre parcel of land on Wesley Parkway to Paramount Builders. The purchaser subdivided the property to build six houses on the site, which he asked Boyd and her partner, Holly Boyett, to list.

The subdivision, named Draycott Place, is being developed, and Boyd already has two lot reservations for the homes, which will be priced at \$800,000 and up. The houses are slated to be built this year.

Of her 53 home sales last year, Boyd believes Draycott Place was unusual.

She sold more than \$32 million worth of real estate in 1997, ranking her No. 1 out of approximately 80 agents in her office. She also is ranked No. 22 out of 45,000 Re/Max agents in the nation and No. 3 in Georgia.

Mother is a mentor

Boyd is quick to credit her partner Boyett, who also happens to be her mother, with playing a key role in her success. "My mother is my mentor," she explained. "I've learned everything from her."

Boyd graduated from the University of Georgia with a degree in finance and started working in the finance division of a retail store. Meanwhile, her mother was selling residential real estate.

"My mother became successful quickly and needed an assistant," Boyd said. "I saw how much fun she was having, so I got my real estate license and started as her assistant, and I loved it."

The team specializes in a pocket of Atlanta that lies just outside the city limits and inside Interstate 285. It is in that northwest Atlanta area that Boyd sold her most expensive piece of property last year, a \$2.9 million stucco French Normandy home. She served as listing agent for its builder. The average price of homes she sold in 1997 was \$400,000.

According to Mary Anne Frolik, bro-

ker for Re/Max Achievers, Boyd is successful because "she works in a high-end market, is extremely accessible and well-organized, and maximizes technology."

Frolik noted that Boyd has a special talent. "She's very interested in her clients, yet very efficient. This business is high-relationship, yet Kim manages the human side of real estate without it affecting her professionalism. Typically, I see agents become too involved with their clients to be able to accomplish the job effectively for them, or they're too impersonal, but Kim has a great sense of how to balance those aspects."

Following up and following through

Boyd attributes her success to follow-up, follow-through and representing her clients with their best interests at heart.

"We treat our clients, ethically, legally and emotionally, exactly as we want to be treated," she explained. "Consequently, 80 percent to 90 percent of our business is from past clients' referrals. The key to our success is simple. We do what we say we are going to do, and we are resourceful, responsive and extremely reachable."

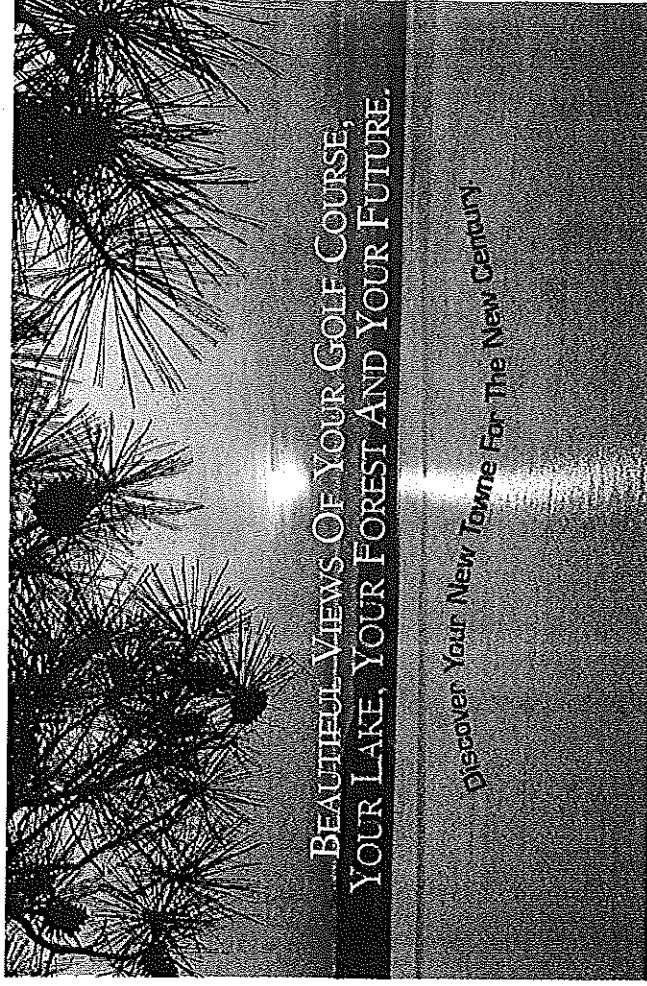
According to Boyd, 50 percent of a successful sale is finding a buyer, and the other half is getting the deal to the closing table. She believes that an agent must be extremely good with follow-through to successfully close a transaction because of the many hurdles one must cross, such as inspections, appraisals and termite letters.

"One of Kim's special talents is her extremely efficient use of time," noted Frolik. "She's receptive to innovation,

particularly as it relates to marketing, and I never hear Kim complain about anything. She has no time for it."

Boyd has worked in residential real estate for 12 years. She enjoys both the people and numbers aspects of the business. "It is never boring," she said. "Relationships with clients can be very intense since they are often dealing with one of the most important investments of their lives. To me, that's exciting. I also enjoy dealing with contracts and closings."

"Having a mother-daughter partnership is unique," said Boyd. "We're very much alike, and since we're a team, our clients get two agents for the price of one when they list with us. We also employ a full-time licensed assistant, David Hutchins, so the three of us work together to get our clients homes' sold." □

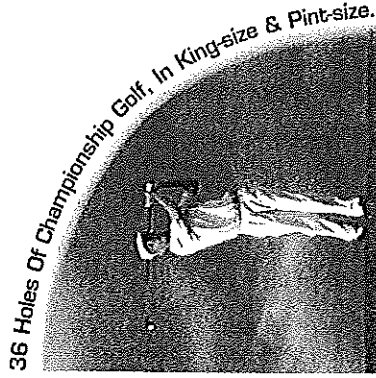


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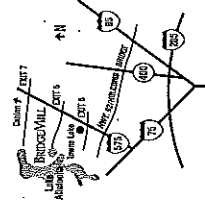
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