

**Bill Hart**

TalkJet Audio Interviews  
(805) 517-1868  
[bill@buildingchampions.com](mailto:bill@buildingchampions.com)  
[www.TalkJet.net](http://www.TalkJet.net)

This month's TalkJet interview is with;

**Kimberly Cameron**, ABR, CRS, CyberStar

RE/MAX Properties West

636-532-5900 O#

314-267-2691 C#

[www.stlagent.com](http://www.stlagent.com)

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Kimberly's average sales price is approximately \$220,000. The team is small and includes a buyer's agent, Randi, who has been with her for 10 years.

Kimberly got her real estate license in 2003, but she really started in the real estate world in 1998 rehabbing homes with her brother. They then started buying and keeping the properties, ultimately getting to about 85 rental units.

"Because of my background, I don't call and hound the loan officer, because unless I'm part of the solution, I'm making it worse for them." "I want the lender involved from the beginning, and they are a part of our weekly team meetings."

**VOLUME:**

2012	67 transactions	\$13M
2013	74 transactions	\$15M
2014	61 transactions	\$16.5K

**CORE PHILOSOPHY:**

"If you take care of people, the money is going to come."

**LEAD GENERATION:**

Before Zillow, Kimberly's husband generated 60 organic, online leads per week for 4 buyer's agents. Now Kimberly focuses on having coffee with two past clients and sending out 30-50 handwritten notes every week. (The majority her assistant writes). "We started building more relationships, having more client parties and having more fun again."

**TEAM:**

Kimberly runs the day-to-day base, is the listing agent and the self-described "filter" to the business. Kimberly's husband runs the business itself – web development, contact management, equipment and infrastructure including green screen etc. for video, QuickBooks and photography. An assistant handles paperwork once under contract. Lastly, Jessica handles everything from brochures, virtual tours and handwritten notes.