

**Bill Hart**

TalkJet Audio Interviews

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This month's TalkJet interview is with;

**Angela Fox**

The Berkshire Group, Realtors

Certified Residential Specialist, CRS

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**VOLUME:**

2012	70 units	\$22M
2013	60 units	\$22M
2014	60 units	\$19M *reduced 70 hour workweek to 25 hours

\*Major Note: Angela's goal is to REDUCE the number of units she does, but to have the same amount of income.

**THE "AHA MOMENT":**

In October of 2013, Angela sold 17 homes in one month and went on a 10-day family vacation. When she realized that she was in the room for half of the vacation trying to keep deals moving forward is when she realized it wasn't about the money any more, it was about quality of life.

*"That month was a financial high for me, but I was emotionally and spiritually bankrupt."*

*"It should run on its own if I have the right systems and team members in place."* (This would appear to be working as she has reduced her hours from 70 to 25 per week.) Her gross production declined 7%, but she got her entire life back.

**REFERRALS:**

The majority of Angela's business comes from referrals because that's what she focuses on; the first year post-closing, wine-tasting events for clients as well as a holiday party in her home with Santa and a photographer to capture that moment with the kids.

**DATABASE:**

Angela touches her clients 30 times per year. Five hundred clients comprise her sphere of influence plus other specific groups she has involvement with.