

TOP AGENT MAGAZINE

TRACY LEE

There is example after example of REALTORS® who come to the real estate world and find success after having a previous career. Some come on a whim or a hunch, some make the switch in the hopes of increasing salary, and some need to learn the ropes of the business. Not Tracy Lee. A sales representative in Perth, Western Australia for the nearly 100-year-old Shellabears Agency, Tracy felt as though the attributes from her previous work were easily transferable. Unlike other REALTORS®, Tracy just happens to have a financial investment background that not only separates her from the pack of real estate agents, but more importantly gives her client a distinct advantage in a process that can sometimes be overwhelming.

"I started in real estate seven years ago after being in banking for over 10 years and wanting a change," Tracy said. Tracy has a Bachelor of Commerce degree from the University of Western Australia and a Master of Business Administration from Curtin University, which led to her previous career in accounting and banking.

Talk about having an advantage.

"My skills have really been in relationship management, and I felt there were a number of similarities between the banking industry and the real estate industry. The need for commercial and financial acumen, and good professional customer service among them. I also really like properties."

A good call on Tracy's part.

Working as a solo agent with administrative and marketing support from Shellabears, which she just joined, after almost three years with a different agency, Tracy covers what is called Perth's 'Western Suburbs' and inner-city suburbs with the majority of her business coming from repeat clients and referrals. She averages between \$700,000 to \$1 million for every property she sells. But that's not what drives her.



"I've had clients ask me to sell a number of their properties and I think it's just a combination of many things. I give personalised service and I tailor marketing programs that suit my seller's situation. Every seller is different. I work together and collaboratively with all my sellers for a successful outcome. I'm less about real estate awards; I'm very low key. I just really want to do a great job," Tracy said. "I'm motivated by great outcomes and client satisfaction. I prioritise my seller's interest. Because of my background in finance and as a Fellow Chartered Accountant, I feel like I have strong expertise in negotiation, communication and marketing. I have a keen eye for details. For

my sellers, I give suggestions on how best to present our properties effectively. One of the best reviews from one of my sellers said I gave really good advice that was not about gimmicks but was just about being effective."

Tracy said that while she considers herself to be at the forefront of technology and uses social media extensively, she still relishes sending her "fortnightly" newsletter and enjoys talking to clients on the phone, "the old-fashioned way."

An avid walker and tennis player who loves catching up with friends and family, Tracy has her sights set on growing her brand in the future.

"Every day is different for me. It's such a privilege to be able to be invited to people's homes and help them sell a significant asset and work with them. It's an amazing job because I get to meet so many different people and see so many different houses," she said. "The future in a pandemic world? My best is yet to come. I am just ramping back up again. One of my core values has always been about self-improvement. I'm always striving to be a better version of me, personally and professionally. I'm keen to help more clients with their real estate needs to significantly improve their lives."

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