

▶▶ human interest

# Patricia Straus

Think Like A Success Story

Article by Megan Menke  
Photos by ReadyLight Media



Patricia Straus became a licensed Realtor at the age of 18 and has been selling real estate full time since 2009 here in Nashville. Even though she is a full-time Realtor, for the past three years she has also been a Re/Max coach and mentor. “It is my give back, and while I essentially earn an income from commission, coaching is my favorite part of my business. I love coaching other Realtors, what I call, *Real Estate at the CEO level*. I teach them the ‘c-suite’ of Real Estate, by teaching them what the CEO (Chief Executive Officer), COO (Chief Operating Officer), CMO (Chief Marketing

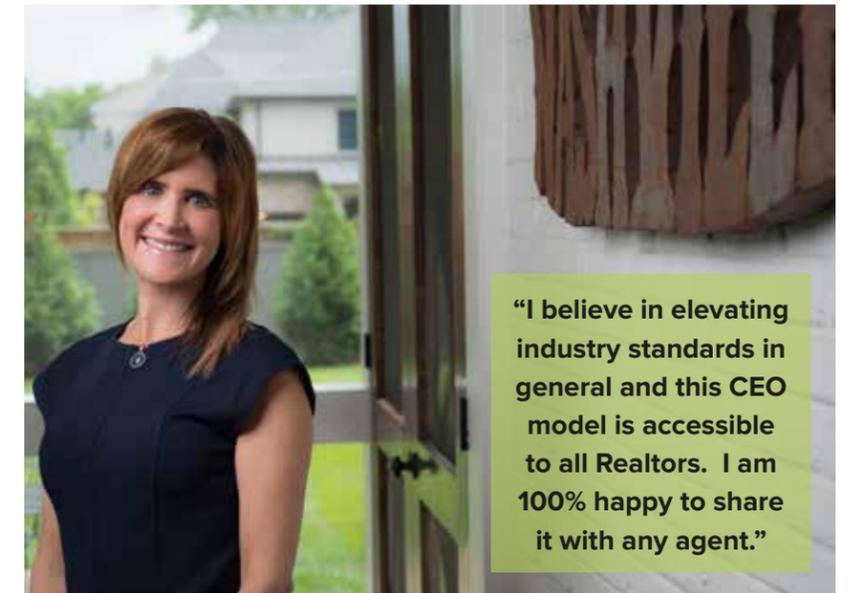
Officer) and CSO (Chief Sales Officer) roles of the business look like.” Patricia received her MBA in Marketing and Organizational Development from Case Western Reserve University, and credits that background for her success in her CEO real estate coaching role. In 1998, while living in Ohio, she applied for a scholarship for entrepreneurs at Case Western and received the coveted scholarship to obtain her MBA. “That’s why I

am so passionate about running my business as a business owner, that’s what we really are, entrepreneurs, self-starters,” said Patricia.

Several years ago she realized she was running her business in such a way that she was able to grow her sales volume every year, remain profitable, and not burn out. One summer she was sharing her ideas with her father and he encouraged

her to share that and to start her coaching program. Patricia’s mom was also a Realtor. Her mother taught her early on, “run your business with high integrity, you are never desperate for a sale; always think about the client first, not yourself.” Those are words that she has lived and breathed from the onset of her career.

Patricia does a once-a-month coaching class for her office, Re/Max Masters, and once a week she has open house hours in her office where agents can stop in and get advice and then she encourages



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agents to shadow her at open houses. While she is committed to training in her office she also loves helping other agents. “I believe in elevating industry standards in general and this CEO model is accessible to all Realtors. I am 100% happy to share it with any agent. It’s about setting up leadership development for Realtors.”

Each month she focuses on her different “c-suites”, one month it might be the CEO and the next month the CMO. “I love when one of the Realtors I coach calls me and tells me they closed a deal using one of the tactics. I have been so fortunate in real estate, it’s so exciting to see people work hard to elevate their business.” Patricia holds the agents she trains accountable by pairing them up with each other, a buddy system, assigning homework and having one on one meetings.

In addition to being a full-time Realtor and coach, Patricia is also a wife and mother. She has two beautiful daughters, Anna, 13, and Lexi, 10. Her husband, Andy, is a native Nashvillian and they have been married 17 years. Being a working mother and wife, it’s important to find the work-life balance. “I’ve invested in a support system at work: I have a closing coordinator, listing coor-

dinator, marketing coordinator, I finally found the best buyer’s agent and last year I hired a dream nanny, which has freed up a lot of household duties. Most parents hire a nanny when their kids are babies, I hired one when my kids turned 10 and 13. But the girls’ activities are endless so it’s the only way I can put in the hours. Also, I truly have the most wonderful husband who does all the weekend stuff with our daughters and taking them to their travel soccer games. He is our weekend warrior.” It’s inspiring to see her be incredibly successful in her business and her family. Her daughters joined in on the interview and you can tell they truly admire their mom and how hard she works.

Her business has benefitted from her coaching and she loves being inspired by the agents she trains. “It’s the best when I learn new ideas from my coaching students. I love that aha moment.” Real estate allows Patricia to run her company like a business, grow every year and have the time to enjoy her family. “I love the business of real estate because I help clients obtain homeownership and protect the largest asset in their financial portfolio. Our job is really important so we all need to be on our ‘A’ game.”