

# TOP AGENT

MAGAZINE



*Mari Montgomery*





## *Mari Montgomery Realty*

When Mari Montgomery has her own show on HGTV, it might be called “The Singing REALTOR®,” or “Homes with Heart.” This Texas Top Agent was blessed with a beautiful voice and effervescent spirit she brings to everything she does.

She was just 9-years-old and house-hunting with her family when she caught the real estate bug. “I would sassy-pants around and tell my parents what houses to look at and why,” she recalls with a laugh. Through high school, college and careers as a professional singer and choral director, Montgomery stayed interested in the business, running comps on weekends “for fun” and staying on top of industry news and trends. “I loved analyzing information and

always knew the average price per square foot in my neighborhood,” she says.

Finally, in 2008, she decided to turn her lifelong interest into a career. That was August, 2008, to be exact and the day she closed her first sale was memorable for a number of reasons. Recalls Montgomery, “I closed my first house the day Hurricane Ike hit. Twelve hours later, a 70-foot tree was toppled by the winds and split the home in half!” Such an eventful beginning may have been more than other agents could handle, but not Montgomery. Even as the market downturn began, she began stacking up successes.

Rather than focusing her attention on just one locale, Montgomery saw limitless opportunities





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within the area’s diverse geographic regions and the properties they offer. She calls her service area a “Lake Sandwich,” comprised of Lake Conroe as the bottom bun, Greater Huntsville in the middle, with its rich farm and ranch land, and Lake Livingston on top. The counties of Walker, Trinity, Polk, San Jacinto and Montgomery also make the list, the latter named for her father-in-law’s great-great grandfather.

Because she was new to the area, Montgomery enthusiastically took on listings other agents might have overlooked. And it certainly paid off. Not only did she quickly gain an extensive knowledge of the area and all it offered, she became known in the community and watched her influence grow. “It’s pretty cool to think I

started from zero prospects and now I am the #1 REALTOR® in single family home sales in Walker County, per HAR and the #1 individual REALTOR® at Keller Williams Conroe/Lake Conroe/Huntsville” in 2011 and 2012 to date.

Montgomery has embraced the area’s unique offerings, including farm and ranch land. “I love that I can go from showing an opulent waterfront home to putting on my pink galoshes to list a farm and ranch property in the same day,” Montgomery says. And no matter what type of property it is, clients can expect the same level of commitment and enthusiasm—and her signature Champagne Closing, complete with a cake featuring a photo of the property. Montgomery believes in serving every client





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*Team Mari: Sherri Barrett, Office Manager; Mari Montgomery; and Don Montgomery, Listing Advertising Coordinator*

with purpose, passion and integrity and her high percentage of referral clients is a testament that she does exactly that.

While her rapidly growing business numbers are certainly impressive, there is one achievement that Montgomery values over all others—the establishment of the Mari Montgomery Realty Scholarship at Sam Houston State University. It’s an annual scholarship given to a student majoring in Music Therapy. Montgomery explains, “I wanted to make sure the scholarship recipient was studying an area of music that would allow them to have viable career options after graduation.” Her goal: Five scholarships in place by 2018. The first scholarship was awarded this academic year 2012-2013.

Montgomery is ready to celebrate her second year in the Keller-Williams Platinum Circle and will soon celebrate her first anniversary in her new mega-agent office on Interstate 45 in Huntsville. “To go from zero prospects when I started in this business to a #1 agent 2011 through 2012 is just an amazing feeling.” Montgomery says, “I am a truly happy Singing REALTOR®!”

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