

# CHRIS

# NELSON

## FOCUSED ON SUCCESS

by LALAENA GONZALEZ-FIGUEROA



**professional  
profile**

**F**or Chris Nelson, the path to success in real estate is paved with hard work, marketing skills, and a strong belief in customer service. He does what it takes to get the job done, whether it's pursuing ongoing training opportunities, utilizing the latest in technology, or drawing upon his marketing skills to best promote his clients' properties. Straightforward and friendly, Chris is in the business to succeed.

Chris, who grew up in Ventura County, says that he has "lived in nearly every city in the county." He studied Business Management at Ventura College before joining Wells Fargo Bank, where he gained experience in loans as well as general transactions. He later worked in sales and management at area health clubs, which gave him invaluable marketing and advertising experience.

The move to real estate came after a personal transaction that didn't meet up to Chris' expectations. "I thought about how the whole process could have been a better experience, and I realized that I had the skills and the desire to make that happen," he says. "With a background in sales and marketing, I found the opportunity to market myself both interesting and exciting." The ability to manage his time and his own business was another draw, so Chris decided to earn his real estate license.

After passing the exam, Chris interviewed several offices before deciding to join Troop Realty. "Troop seemed to have the best program for helping me kick start my business, and offered training beyond the basics that would help me to make a successful career for myself in real estate," he explains.

Chris points to an 11-part training course, which assists REALTORS® with everything from contracts, to marketing, to negotiation skills, as one way that Troop Realty supports its sales associates. The workshop, available to all Troop agents, is an ongoing opportunity for sales associates to learn or keep up with the many facets of their business. Online daily coaching sessions, he says, have been another valuable tool to help him remain focused and improve his transactions. And the office meetings, which boast a huge turnout, are informative sessions

where Chris and his colleagues learn about the newest developments from the National Association of REALTORS® as well as the California Association of REALTORS®.

"Our management team supports Troop REALTORS® through difficult aspects of transactions, as well as by answering questions and encouraging us," adds Chris. "At every level, they're a great resource for the office's sales associates, helping us to best serve our clients."

Chris, who specializes in residential properties, says that he enjoys the opportunity to work with individuals and help them to accomplish their goals, "whether it's selling a property for a good profit, or helping them find the perfect place to live." He works throughout Ventura County, including Camarillo, Oxnard and Ventura, as well as Simi Valley, Thousand Oaks and Moor Park.

As a lifelong resident of Ventura County, Chris is able to offer his clients an in-depth knowledge of the communities within the region. "I'm able to compare areas, and find what's best going to suit an individual client's needs," he notes. Colleagues have also tapped into Chris' knowledge, and utilize him as a resource when they have questions on area neighborhoods.

Chris, who currently lives in Camarillo with wife, Shari and their nine year-old son Joshua, enjoys working out, playing sports, and spending time with family and friends. He sees a bright future for himself in real estate, and says that he plans to continue to work with Troop Realty. "I want to make each year more productive than the last, to grow my business regardless of where the market goes," he reveals. "Working with Troop will give me the opportunity to focus on my business and my clients, and I'm looking forward to seeing just how far I can go." ★

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ventura/santa barbara/san luis obispo edition  
february 2006

# BROKER★AGENT<sup>TM</sup> magazine

America's Trade Publication for the Real Estate Professional



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*BROKER AGENT Magazine* is published monthly by  
BROKER AGENT Magazine, LLC, 1606 E. Bell Road,  
Suite 106, Phoenix, AZ 85022, phone (602) 788-8091,  
fax (602) 788-9578, e-mail info@gotoBAM.com.

SUBSCRIPTIONS: Distributed free to REALTORS®.  
All others \$60 per year.

POSTMASTER: Please send notices on Form 3579  
to 1606 E. Bell Road, Suite 106, Phoenix, AZ 85022.  
Bulk third-class mail paid in Tucson, Arizona.

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