

# TOP AGENT MAGAZINE

## CASEY WATTERS

Casey Watters hadn't anticipated a career in the real estate industry, but when her daughter was born with septo-optic dysplasia, she knew she'd need a career that would allow her to be her own boss. Overcoming some incredible obstacles, Casey began working as an assistant for a real estate office and quickly worked her way up the ladder to assist the broker. Ultimately, she decided to venture out on her own, swiftly accelerating to the position of top producer. Ever since, Casey has spearheaded a sterling career, while supporting her family through work she is thoroughly passionate about. Today, she has carved out a professional reputation for integrity, reliability, and client-centered service.



Today, Casey leads a talented team of four full-time agents, a mortgage banker, and a marketing coordinator. Her primary service area Casey serves a sixty-mile perimeter around Wisconsin's Rice Lake area. As team leader, Casey focuses on building a roster of capable, tightknit professionals who consistently deliver comprehensive service, time and again. With 73% of her business built on repeat and referral clientele, Casey has demonstrated a proven ability to serve clients in memorable fashion. "I focus on having a system in place, and I hire really good people so that we are delivering a consistent, five-star experience every single time," she says. Part of creating such a positive client-side experience comes down to effective communication—a foremost priority for Casey and her team. "We keep all parties informed at all times with phone calls and e-mails. Communication is a huge part of a smooth transaction," she explains. This ensures that no small details fall through the cracks, and all buyers and sellers alike are kept well-informed. Considering the inherent complexity and stress of transactions, Casey's steadfast communication inspires a sense of security and confidence in those she serves.

When it comes to marketing listings, Casey follows a strict set of guidelines that have produced proven results for selling homes. Utilizing tools to analyze data based on property characteristics, Casey and her team then devise a plan to promote maximum exposure and interest with efforts in both print and online advertising. Direct mail postcards and social media campaigns alike help to reach audiences young and old. To stay in touch with her past clients, Casey checks in after closing, and connects via e-mail to remain top-of-mind and present in the lives of those she's served. "We want our clients to return to us five years down the line, so we do what we can to keep ourselves in front of them, and stay relevant," Casey explains. In reflecting on what she enjoys most about her daily work, Casey says: "I love the diversity, creating an action plan, and having a job that allows me to support my family and be in control of my life."

Outside of the office, Casey gets involved in a myriad of community outreach efforts. She recently joined Benjamin House, a foundation to end homelessness, as well as the University of Wisconsin Foundation to support local educational efforts. With a son suffering from the aftershock of a traumatic brain injury, Casey has a heart to support charities and organizations related to the cause. As for her free time, Casey loves to spend time with her family, especially her grandchildren.

Eyeing the future of her business, Casey hopes to pass along her legacy to her daughter, who has just started working alongside her in order to learn the ropes. Casey hopes to continue growing her volume, while helping to teach, inspire, and support her team as a whole. With a demonstrated streak of motivation, dedication, and overall enthusiasm for work and life—the future is sure to hold continued success for Casey Watters and her team.

To learn more about Casey Watters,  
visit [caseysoldit.com](http://caseysoldit.com), e-mail [casey@caseysoldit.com](mailto:casey@caseysoldit.com),  
call (715) 434-7904, or visit her Facebook page here.