

# REAL ESTATE BROKER SETS OUT TO CHANGE HOW REAL ESTATE AGENTS ARE PERCEIVED

*There are many ways of building a successful real estate business without resorting to cold-calling, door knocking or being a general pest. In a business that can be perceived as negative, such as real estate, Maggie Clemens wants to make sure that you know there are many options in choosing your next real estate professional.*



*Clemens – a Real Estate Broker has just opened her own brokerage, One World Realty in La Mesa after 8 years of working for a corporate real estate company.*

*“Before opening One World Realty, I was a part of a large international company. I witnessed the enormous energy put into recruiting new agents and the lack of training once they were hired,” she stated. “It was a numbers game for the Team Leader, who in turn taught new agents that real estate is just a numbers game too.”*

*“Real estate is NOT a numbers game; I believe it is about building relationships. Real estate is about real people with real expectations and real emotions. You are not just a “number” to us.”*

*Clemens, 58, lives in La Mesa with her longtime partner and their Golden-doodle, Sam. She took some time to talk about her work and why she felt that the real estate industry needs to look at why it has such a negative-reputation and how it can be changed.*

**Q: Why did you want to take on opening a new brokerage?**

**A:** It’s about differentiation. How do I say I am “different” than most agents in this business if I am still associated with that brand? I felt that I needed to delink and disconnect from the “old way” of selling real estate to really show that One World Realty is truly a different concept.

**Q: Tell us about One World Realty.**

**A:** We just opened our office in the Heller Building on Palm and La Mesa Blvd. It was important to me to be in the heart of La Mesa. Before I moved to La Mesa, I very seldom came here, but once I did I fell in love with the ambience of the Village. I also knew that La Mesa was right on the cusp of being “discovered” in many different ways.

**Q: What makes it different than other real estate firms?**

**A:** Before opening One World, I did a lot of research, not into other real estate companies but into other entrepreneur type businesses such as; a dentist, a chiropractor, an attorney, and many tech companies. These are service type industries that don’t hang a shingle out and then immediately start cold-calling, door-knocking and pestering their communities. For us, it’s about becoming a valued member of the community, building trust and then building a business.

You will never see one of our agents knocking on doors, or making a hundred cold calls in one day. Can you ever truly trust someone who has badgered you into an appointment?

Secondly, we don’t see real estate as a one-size fits all business. There are clients that I speak to that are perfectly capable of selling their home on their own and are just looking for guidance – we have a program for that. There are others that need assistance in every aspect of the transaction – we have a program for that. Being the owner/broker I have the freedom to set different fee structures.

**Q: Wouldn’t it have been easier to study other real estate businesses and then just improve on it?**

**A:** Nothing changes until we can see it thru a different lens. Most real estate companies are focused on recruiting more agents. We believe in putting the focus on the client and building a relationship that culminates with the clients desired outcome. By seeing it thru the lens of another business we were able to re-think the model and make the entire process much more transparent.

**Q: I noticed that your email signature states that you are a “Protector,” what does that mean?**

**A:** It is unbelievable to me how many real estate clients lose money and don’t know it. I spent almost 25 years in the car business, another negative-reputation business, and I naively thought I was taking a step up the reputation ladder when I came into real estate. But I have seen some agents cost their clients thousands of dollars, and the client is totally unaware of it. One mission we have is to shine a light on the whole process of buying and selling real estate, our industry needs to be more transparent. No client should feel angst at the thought of contacting a professional real estate agent. My ultimate goal is to elevate the industry as a whole, until then I am relentless about protecting my clients.

**Q: What is your biggest hurdle at this time?**

**A:** It’s funny, but my biggest hurdle isn’t the real estate business but learning how to become a storyteller. Since the beginning of time we humans have learned thru the telling of stories. Our histories were passed down thru generations by stories from our elders. In our world today we are more connected than ever yet we are more disconnected than ever. We look at pictures, tag each other, but we don’t hear the story. Learning how to tell stories begins by hearing the stories of others, it is still the best way we learn. When you think back to your favorite teacher or minister they were likely good story tellers. The best way for me to transform my industry will be by telling stories of real people in real situations. That’s part of the reason I started the podcast.

**Q: Yes, tell us about the La Mesa Advice Givers podcast, how did that come about?**

**A:** The podcast is another way of giving back to my community. Being an introvert, it has taken me outside of my comfort zone but as I studied other types of businesses I realized that it could be a win-win opportunity for everyone. I get to meet other entrepreneurs and see their business or non-profit up close, they get some free publicity while podcast listeners hear the stories behind our local business owners and the benefits they provide. Learning how to produce a podcast was quite a learning curve at first, now on my 7th interview it has gotten a lot easier and it’s a lot of fun. As the word gets out and the audience gets bigger, more people have contacted me about being on the show and telling their story. My hope is to build it into a weekly program.

**Q: Why La Mesa?**

**A:** I love La Mesa. I have lived all over San Diego county since being stationed at NAS Miramar while in the Navy in 1978. I didn’t really discover La Mesa until I moved here a few years ago, I don’t know how I missed it. La Mesa has something to offer everyone. We have hiking, fishing, secret stairs and stunning views atop Mt. Helix. The same is true in real estate, we have everything from starter condos to multi-million dollar view homes. Yet we have been able to maintain that small community feel.

**Q: What’s been rewarding about your work creating One World Realty?**

**A:** In real estate, there is no greater joy than to hand someone the keys to their new home. Or to hand over a check for the proceeds from the sale to a home seller. It just doesn’t get better than that. But getting to know my community better, becoming involved, meeting and learning from local entrepreneurs has all been very rewarding too.

**Q: What is the one thing that people would be surprised to find out about you?**

**A:** That I wear hearing aids, a memento from my years working on jet airplanes in the Navy. Hearing is still difficult for me even with the hearing aids, and if I am not looking at you I have been known to miss a word or two. For a long time, I didn’t wear them thinking I was a good faker, as it turns out not so much. Now I wear them all day, every day. It certainly has made a difference in my life for sure!

**Q: What’s next?**

**A:** We will keep growing, we will also be building out the Philanthropic arm of One World Realty. One of our Core Values at One World is taking care of each other, our city and our world. We believe in giving back and are excited to see where this takes us as we grow. I truly believe that the Best is Yet to Come!