

TOP AGENT MAGAZINE

MONICA FOSTER

When elite RE/MAX REALTOR® Monica Foster had to start her business over from scratch in January 2008, after moving from Dallas to Houston, Texas, she didn't let that stop her from becoming one of the most sought after agents in the Clear Lake/Houston Bay Area. After only four years in this new area Monica's business has grown at a rate of over 600%, ranking her as the #17 RE/MAX agent in the Greater Houston area and #37 in the State of Texas (as of the 1st Quarter 2012), as well as gaining her national

recognition. While this growth is significant on its own, it also occurred amidst a national recession with the housing market in flux. This growth is a testament to Monica's technological innovation, dedication and professionalism towards her clients. Respected, reputable, and emulated for her customer service and technological innovations, Monica Foster, a RE/MAX Broker Associate with RE/MAX Space Center and owner of Realty By Monica LLC, exists as a premiere agent in real estate today.

Central to Monica's business philosophy are "communication, fast response times, availability to clients, and unique marketing strategies," and indeed, according to her, "It's about being connected all the time". She maintains this around-the-clock availability to her clients through various avenues such as email, text messaging, phone, internet resources, and marketing. "A strong work ethic is at the core of my practice", she exclaims, adding that unique and innovative marketing strategies give her, and in the case of sellers – their homes, exposure and access to several different types of clientele from many different avenues. This attention to technology, interconnectedness, and a powerful online presence are aspects that set Realty By Monica apart from the rest, and Monica herself states that her websites, RealtyByMonica.com and several other sites that form what she calls 'The Realty By Monica Network', "are the hub of my business." Through her expertly built and meticulously maintained sites (and custom iPhone/iPad App) both current and potential clients alike have access to services, current market information, resources, property listings, rates, and past client testimonials to name just a few. Additionally, Monica utilizes the latest advances in social media such as a real estate blog, Facebook fan page, a YouTube channel, Twitter, LinkedIn, and ActiveRain, to stay connected and up-to-date with clients. Her YouTube page, for example, contains numerous videos of available properties for clients to view online at their leisure and is updated frequently to reflect changes in a fluctuating and dynamic market. Her Facebook fan page and blog also continually provide her past and potential new clients with up-to-date market information germane to the Clear Lake area.

Additionally, a long list of accolades and certifications set Monica apart from her competition. Monica believes that continuing education is a necessity in today's market for the betterment of her clients. Not only is Monica a Certified Residential Specialist (CRS), a Certified Home Marketing Specialist (CHMS), a Certified Negotiation Expert (CNE), an Accredited Buyer's Agent (ABR), a Certified Distressed Property Expert (CDPE), and a Certified New Home Specialist (CNHS), but she also possess a near perfect customer feedback rating out of some 100+ reviews. These credentials, along with her high turn-around and client satisfaction rates, contribute to her success even in a down property market.

Although Monica has the experience and ability to serve a vast array of real estate needs, she cites her specialty as being relocation via buyers whose real estate needs frequently arise from being hired by NASA's nearby Johnson Space Center (JSC). Monica possesses special insight into this niche market phenomenon in South East Texas since her husband's position with NASA prompted their move from Dallas to Houston. She is therefore attuned to the needs of relocation clients, typically assisting buyers with finding single family homes in and around the JSC area. With NASA being a large contributor to the economic scene in the Houston Bay Area, along with the oil and gas and healthcare industries, Monica notes that the market was impacted after events such as Hurricane Ike in 2008, the cancelation of the Constellation program in 2010, and the end of the shuttle program in 2012. The fact that she was able to persevere and excel in such a time of widespread market decline is a testament to her abilities as an agent, her marketing strategies, and technical innovations.

Despite Monica's success, she does not forget those who help make her business a reality on an everyday basis. Her humility and altruism shine through her participation in and lauding of a program called Homes for Heroes, which according to Monica is "hands down an exceptional program that gives back to military, law enforcement, firefighters, educators, and healthcare professionals- individuals who protect and nurture our liberties." Homes for Heroes offers rewards, incentives, discounted rates, and other benefits to those service-people who contribute to a safe and strong American society. Working with this program has been invaluable to Monica who takes pride in being able to "give back to those who give so much of themselves each and every day".

Despite her busy schedule, Monica still finds time for family, exercises in her home gym every day, and tries to go hiking and trail riding as much as possible. In order to be a successful agent she believes, "you must be well-rounded and balanced not only in your business life, but in your personal

life and health as well. Real estate is be a demanding business that can consume you so you must take care of yourself. When you take care of yourself you take care of your clients".

Overall, Monica Foster embodies the gold standard of professionalism, cutting edge customer service, and overall skill in servicing any real estate need in the Houston Bay Area and beyond. Monica's high-in-demand services, excellent reputation via word-of-mouth, devotion to her clients, continuing education, and rapid turn-around rates define excellence in realty and result in a loyal customer base- all of which speak volumes about her agency and abilities in the fast paced and ever changing scene of real estate, making Monica Foster a Top Agent.

TO LEARN MORE ABOUT MONICA FOSTER
AND REALTY BY MONICA,
VISIT WWW.REALTYBYMONICA.COM,
CALL 281-387-8805, OR E-MAIL
MONICA@REALTYBYMONICA.COM

