

tucson/southern arizona edition

# BROKER★AGENT™

magazine



Brenda O'Brien  
broker/agent of the month



broker/agent  
of the month



Brenda shows  
Byron & Gloria Glenn  
their new home.

# Brenda O'Brien Now Showing

by Philip Haldiman  
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Brenda O'Brien of Long Realty likes to say that she discovered Tucson while on a cruise. People laugh when she tells them this, but it is actually not very far from the truth.

In 1999, Brenda and her husband, Pat, came to Tucson to visit friends that they had met while on a cruise to the Caribbean. The vacation was a nice respite from the cold winters of Alaska, where the two of them lived and worked in the real estate industry. At the time Brenda and Pat were in the market for a second home or a retirement destination, but the two of them had not yet found a middle ground. That was when they discovered Tucson. Shortly thereafter, they relocated to the area with their two sons, Michael and Brian.

The weather, the golf courses, the scenery. We quickly fell in love with Tucson and within a year we moved here. I just figured, if I can sell real estate in Alaska, then I can sell it in Arizona. I love to quote, 'I've sold homes at 100 degrees below zero (counting the chill factor) and at 100 degrees above.' Not many REALTORS® can say that! It has worked out just fine and we love it here."

Not many REALTORS® can also say that they average selling two homes a week and well over 100 homes a year, ranking her as one of the Top Ten REALTORS® in the city of Tucson (by the Tucson Association of REALTORS® Multiple Listing Service). That is quite an accomplishment, taking into consideration the fact that she has only been in the Tucson marketplace for five years. But Brenda, also an Associate Broker for Long Realty with designations ABR, CRS, GRI, e-PRO and RIS said that the numbers are secondary, merely a by-product of a happy customer.

"It's not really about the statistics. While I recognize the value of those statistics, and I am proud of my accomplishments,

I know that it is a customer service industry and the client must always come first. I believe the numbers speak to the outstanding service provided to our clients, and this I find very rewarding," Brenda said.

Rosey Koberlein, President and CEO of Long Realty, echoed this sentiment. She has been a firm proponent of Brenda's business philosophy and commends her contribution to the real estate industry in Tucson.

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"Brenda is a very focused, driven and yet compassionate woman. She sets her course and works her plan. Her highest priority is delivering a comprehensive completely satisfied customer service experience." Rosey continued, "Brenda moved to Tucson from Alaska just a short time ago and has become enormously successful. She has made an immediate impact on the Tucson Real Estate environment. She has shown the success one can create by putting your customers' well-being as your top priority and then simply working your business plan. There is no better formula for success."

Rosey invited Brenda, and only three other Long Realty REALTORS®, to attend the Home Services of America leadership conference last July in Omaha, Nebraska. During this weekend she met with some of the most elite business people in America, sharing ideas and learning from each other.

"I was honored to be invited to the conference. I got to personally meet and have dinner with Warren Buffett, the world's most renowned businessman and the Chairman of Berkshire Hathaway Company, our parent firm. He is truly an inspirational man. I also got to brainstorm with several top REALTORS® from around the country," Brenda said.





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At the conference, one of the things that she shared with her fellow REALTORS® was her “Golden Rules.” It is a set of seven rules that feed into her philosophy of “it’s all about the client and what the client needs.” These rules include: never make a client wait, the client sitting in front of you gets 100% of your attention, understand exactly what the client is looking for, respond instantly to the client’s questions or inquiries (if you do not know the answer, say so, but research and find the answer), answer the phone (everybody hates voicemail!), answer your e-mail (nobody likes to wait) and HAVE FUN!

Clients John and Janis Barr have closed a number of transactions over the past 30 years, and said that Brenda’s dedication to customer service rates far and away above any other real estate agent they have ever dealt with. Unfamiliar with anybody in the Tucson area, they discovered Brenda via her web site and, before even meeting her, John and Janis were impressed by her internet-savviness. Aside from her expansive web site, Brenda also provides an e-newsletter to her clients every month. It includes interesting and useful information whether you may be a buyer, seller, homeowner or a renter. Sample topics include, “Should you Prepay your Mortgage?,” “Tips for Surviving a Remodeling Project” and “Making Saving Money Key Points in Home Ownership.”

“Brenda and her team set the standard against which the rest must be measured. From our first telephone call and first meeting, we found that Brenda is exactly as she presents herself: friendly, positive, energetic and an excellent listener—very important in a top-flight REALTOR®. When we located the condo we wanted (and it was very quickly), her support through the negotiating and closing period was terrific. She never ‘let go’ of us until the deal was finished, and

all the snags were unsnagged and we were there to actually take the keys. When she promised to do something, she ALWAYS delivered. We can’t say enough good things about Brenda O’Brien. She is absolutely the best and a credit to REALTORS®,” John and Janis said.

Brenda services primarily the Catalina Foothills and Oro Valley areas, specializing in the luxury home market. She has helped many clients find their perfect vacation home, second home, investment property or dream home for retirement. Such was the case with Jonathan and Lois Pasternak of New York who came to Brenda looking for a second home in Tucson.

“The services provided by Brenda, Pat and the rest of the team could not have been better. In addition to the valuable guidance they provided, they were always warm, personable and caring. After the closing, they continued to be there to answer any questions we had, and to make our transition easier. We were impressed with the effort it took to provide such a service and the genuineness of the people who rendered it.”

Brenda said that she and her team have many clients like Jonathan and Lois. Some of them are new to Tucson and unfamiliar with the area. Often times her team acts as a source of information for such clients. “A client might want to know where to buy home furnishings, who to go to for a pool, someone to check on their home while they are away. When



Wilda, Crystal, Lucia, Brenda, and Pat  
The Brenda O’Brien Team



“I love what I do and I know that it matters.”

“They don’t know who to call they call us and we point them in the right direction,” Brenda said.

Kay Yokley, Managing Broker for Long Realty-Oro Valley, considers Brenda one of her top agents. She said that Brenda’s dedication to clients, like the Pasternaks, is what makes her special in this industry.

“Brenda has the unusual combination of an extremely high work ethic, outstanding business systems, and extraordinary customer service. However, what sets her apart from other highly successful people is her huge heart. Brenda has earned the respect and admiration of her clients and the entire real estate community by consistently demonstrating the highest professional standards and personal integrity! As her Broker, I feel privileged to have Brenda as part of our Long Realty family!”

Brenda said that Kay has been one of her biggest supporters, adding a layer of togetherness to her team that is invaluable and irreplaceable.

“Kay’s style of management (one big happy family) really fits my personal view of life, and I truly enjoy working with her and being part of her family of agents,” Brenda said.

Brenda’s work as an agent obviously requires her to spend time in the field, but she also makes it a point to spend time in the office, which she says is where “the business really is.” Assistant Office Manager K.C. Woods said that Brenda’s time at the office further confirms her dedication to her clients, as well as her co-workers.

“Brenda is a remarkable agent. Her upbeat positive attitude lends itself to not only being an incredible agent for her clients but an inspiration to her team and our office. She has worked very hard to build her business to what it is today! In order

to handle the number of units she does, she is constantly inventing and implementing new systems to enhance her business and the service she is able to deliver to her clients,” K.C. said.

Delivering quality service to her clients has always been the name of the game for Brenda. She said that her customers are the best things about her career.

“I love people and I love this business. I help people realize the American dream of home ownership right here in Tucson. I have put together a team of truly exceptional experts to assist me in providing outstanding customer service and having a fun time doing so. My team consists of well qualified, knowledgeable, experienced REALTORS® and we get excited about meeting new clients and welcoming them to Tucson. No two clients are alike and no two transactions are the same! My job as a REALTOR® is never dull. I love what I do and I know that it matters! ★

*Brenda O'Brien*, ABR, CRS, GRI, e-PRO

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