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REAL PRODUCERS

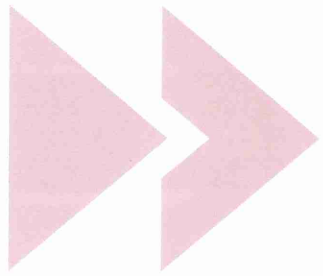
INFORMING AND INSPIRING REAL ESTATE AGENTS

BRENDA O'BRIEN

Staying In Touch!

Photography By Casey James

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BRENDA O'BRIEN

Empathy & Communication Making The Difference

Kylea Bitoka

Brenda O'Brien's life experiences prepared her for real estate long before she realized she wanted to be a real estate agent.

"My dad was a homebuilder. When I was young I got to go to work with my dad sometimes. I have been around home construction most of my life, from the basement being poured to the roof being put on."

It would be several years before Brenda would realize the impact of those early days on her father's home construction sites. In fact, she had an 11-year career in social services before transitioning to real estate. Brenda worked as the Administrative Director for a mental health and outpatient substance abuse treatment program in Alaska. While she was working for the social services agency, she took a career placement test. The career that Brenda was most suited for: real estate.

"I told my husband, 'I'm not going to get my real estate license; I love my job'... I started thinking about it more. One day, I decided to go take the classes to get my license. I got hooked right away."

Thinking back to those early days, Brenda ponders, "What shaped me into being a real estate agent? Everyone told me I would be good at real estate, but maybe I picked up on that when



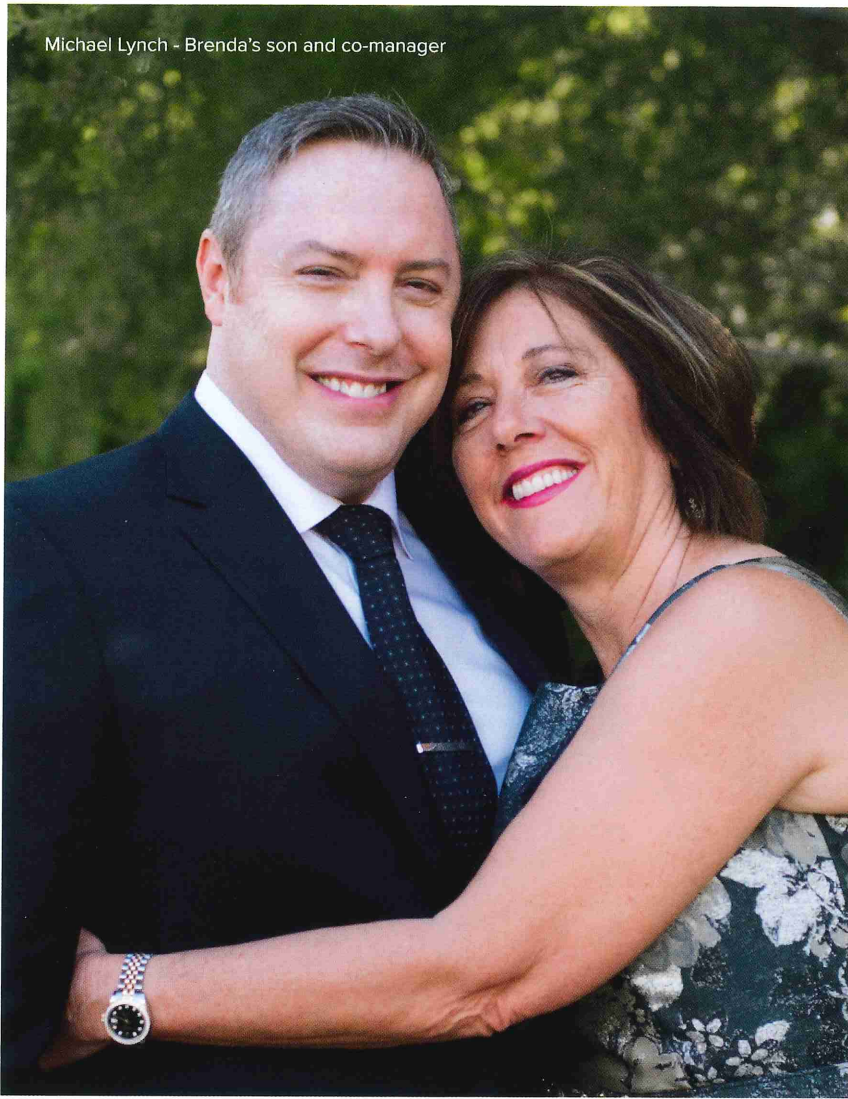
I was a child. My dad building people a home and then turning over the keys to them. Maybe, some of that soaked into me. I had never thought about it until this moment."

When asked how she ended up moving from one end of the continent to the other, Brenda says, "Ok, I laugh about that. I tell everyone that I went on a cruise!"

Her sense of humor shines through. Of course, she didn't cruise from Alaska to Arizona. She and her husband sailed on a cruise to the Caribbean where they met a couple from Tucson. Over dinner, the conversation turned to their search for a vacation home to escape the cold, dark Alaskan winters. The couple asked, "Have you ever considered Tucson?"

That winter Brenda and her husband flew down to Arizona. They started in Scottsdale and Phoenix and, eventually, made their way down to Tucson.

Michael Lynch - Brenda's son and co-manager



"I fell in love with it the minute I drove into Tucson — with the mountains, the atmosphere, the climate, and the little town feel. It had everything I was looking for." Tucson became their permanent residence, and Brenda started her real estate career over again. She re-licensed and rebuilt her client base.

"I had a great real estate business in Alaska and it was hard to walk away from that, but I just wanted to be here in the sunshine. I joke and tell people that I moved here for the patio dining. I love patio dining!"

Within 5 years of moving to the area, she became the #1 REALTOR® in all of Tucson. As business picked up, Brenda hired an assistant which quickly turned into a full team. Her son, Michael Lynch, is also a real estate agent and co-manager of the Brenda O'Brien Team. A Platinum level member of Long Realty, Brenda and her team sell about 100 homes a year. Brenda has closed over 2,000 real estate transactions and received several awards for her innovation and dedication to her clients.

What sets Brenda apart? The dedication to her craft. She continually pushes herself to stay at the forefront of her industry and has multiple certifications, designations, and accreditations.

However, the true key to her success is empathy.

"I try to stay in touch with all my clients past, present, and future. I want to be there for them when they need me, and I want them to know that I care. If I don't stay in touch, then they don't know I care."

Her empathy, along with her persistence and resourcefulness, allows her to excel at conflict resolution. In a high stress, fast-paced industry, conflict resolution can be the difference between making or losing a sale. Brenda's manager noticed her strength in conflict resolution. He asked her, "How do you manage to avoid conflicts in many situations where conflict could have easily occurred?"

Brenda answers that question from her personal experiences over the 24 years she's worked in real estate. "Communication is the key. Buying or selling a home is very stressful. It's right up there with sickness, death, and divorce. I try to remember that when talking to a client. I may have done this 2,000 times but they haven't. I need to be the person they come to with all their concerns. I try to feel what they are going through."

Brenda adds, "We have a common goal to get the house closed. The buyer wants to buy and the seller wants to sell. I do my best to not let the emotion and the stress of the transaction make it go sideways."

Attitude is everything. Brenda O'Brien's perspective allows her to excel even in the stickiest of situations.

"I actually welcome challenges, because that's where I can show my client that there is a benefit to working with me. Generally, I can overcome challenges that are in my control with my perseverance and tenacity. There are things that are out of my control, like market conditions or inventory, but I can work through it with patience, diligence, and creativity."

Her last piece of advice may be the best.

"We try to laugh in each of our transactions. Laugh at yourself once in a while and take responsibility. I don't try to put the blame on somebody else. We are going to fix it. We're going to move on. Let's get back to having a good transaction and having fun with it."