

## LAST WORD ►►

### Amy Lessinger

The broker-owner of RE/MAX Realty Affiliates Reno, Lessinger recently was awarded the coveted certified real estate brokerage manager designation. Only 3 percent of the brokers nationwide and 11 individuals in the Reno-Sparks area hold the CRB title.

#### 1. EDUCATION?

Bachelor of Science from UNR, plus several professional-level certifications relevant to the real estate industry.

#### 2. HOW DO YOU STAND OUT FROM THE COMPETITION?

Most companies are all over the map. We're more specialized. We don't train new agents. We help agents (after they have some time and experience) take their business to the next level. We teach them how to go from just having a job in real estate to having a career and solid real estate practice.

#### 3. YOUR GREATEST STRENGTH AS A BUSINESS PERSON/COMPANY?

The ability to get results. We just finished taking a group of 11 of our agents through a 14-week course about building a referral-based business. Over the course of 100 days, that group produced over \$24 million in sales. My passion is teaching agents they can achieve whatever they set their minds to.

#### 4. AS THE RESIDENTIAL MARKET RAMPES UP, WHAT DO YOU SEE ON THE HORIZON?

For a solid year, we experienced a definite stalemate. Sellers dug in and held for the prices of yesterday, and buyers wouldn't budge wondering, "Where's the bottom?" Today, we are seeing a much more cooperative atmosphere, which brings both optimism and caution.

#### 5. YOUR VISION FOR RENO?

My hope is that we keep our hometown appeal. Our roots are based on solid values and a culture where we take care of each other.

#### 6. WORD OR PHRASE THAT BEST DESCRIBES YOU?

Ambitious.

#### 7. PERSON MOST INTERESTED IN MEETING?

Christiane Amanpour.

#### 8. FIRST CHOICE FOR A NEW CAREER?

I'm having too much fun doing what I'm doing to think any grass would be greener.

#### 9. FAVORITE PLACE TO GET AWAY FROM IT ALL?

Galloping across the countryside on my horse. Kauai isn't so bad either!

#### 10. FAVORITE QUOTE/WORDS TO LIVE BY?

There's an old Chinese proverb I have had in my office for years. It reads: "Those who say it cannot be done, should not interrupt the person doing it."

