

TOP AGENT

MAGAZINE

Karina
Christensen



LUXURY HOMES
INTERNATIONAL

KELLER WILLIAMS® REALTY

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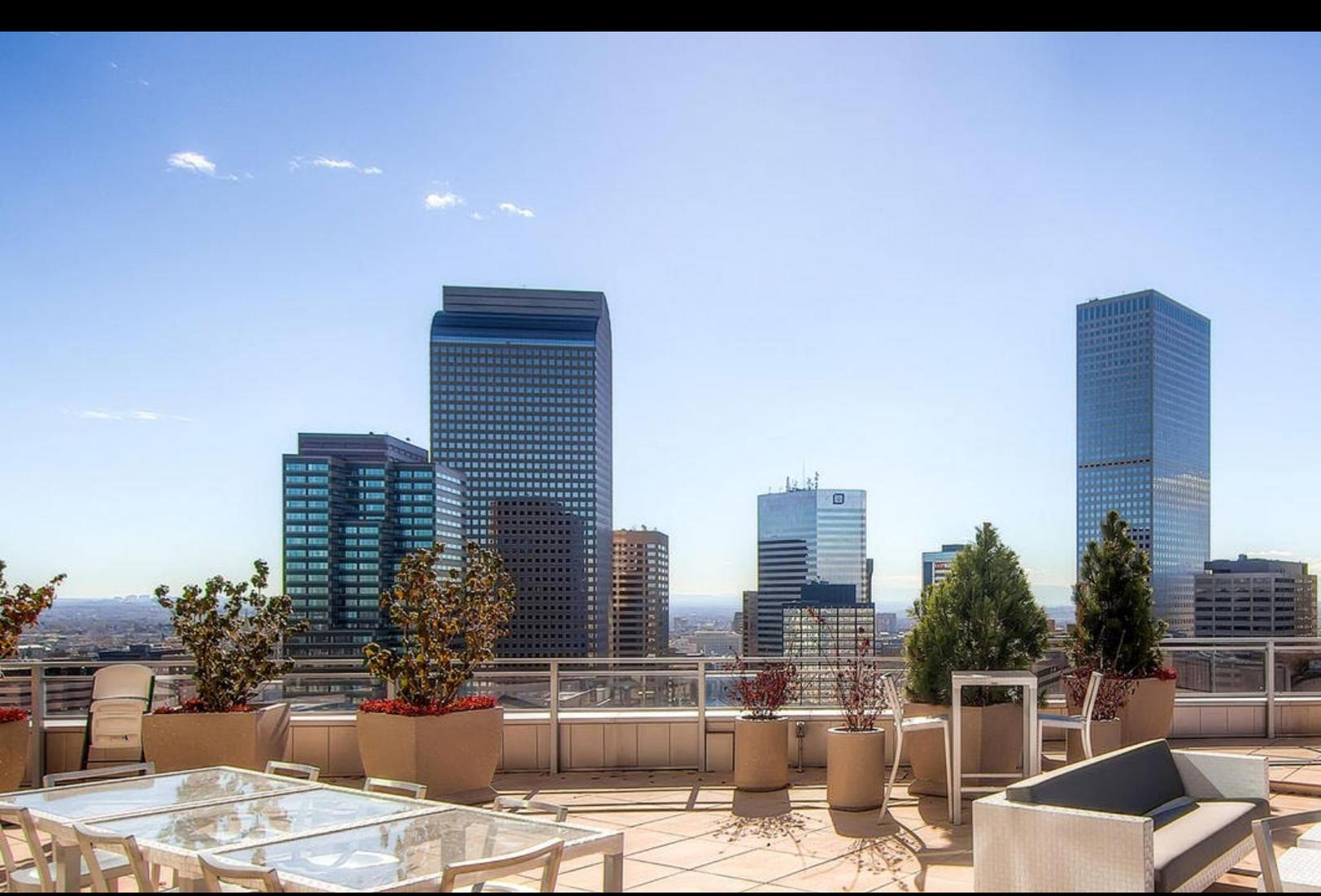
Karina Christensen is dynamic, the type of person who dreams big and makes it happen. Since relocating from Germany, the broker has designed private jet interiors, developed a successful condo project in Helena, Montana and even worked as Oprah's personal flight attendant! She is now an owner in four Keller Williams Market Centers, two in Montana and two in Denver. Karina is unstoppable.

"I'd had my license for twenty years but had never met anyone who made money in real estate. I just wanted to be able to buy and sell my own homes. I had really wanted to start my own business and realized that real estate was my passion. Why not make it my business? I moved to Montana from Chicago in 2007 after buying a condo at the base of the Big Sky ski area in 2001. I loved visiting there and had fallen in love with the

"Big Sky Country" so I took a leap of faith to start my life again from scratch," she says.

Shortly after arriving in Montana in 2008, Karina had found a great project, collaborating with partners to convert a seven-story former luxury hotel into condos as the market shifted into a downturn. "I don't listen to the market!" she laughs. "It's your own world and you make your own reality! Some of the best agents have excelled during a down market."

Once the condos sold out, her next endeavor was opening the third Keller Williams office in Montana, soon followed by the fourth. Before joining Keller Williams, Karina says nobody had taught her how to run a successful real estate business. "I could take tailored courses and learn how to run a business with focus and



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purpose. Having a team allows me to have a business that runs without me being there all the time.” Karina has since become an owner in two Keller Williams market centers in Denver, while continuing to operate the Montana offices.

The Keller Williams franchise system, she adds, is designed to hire a Team Leader/CEO specially trained to run the office, allowing her to be an owner in several offices and still have an active real estate business. The Team Leader



manages team members, recruits and hires new agents. Karina is an investor but doesn't have to handle day to day details.

In a highly competitive real estate market, Karina advises that if you're passionate, you can excel. She knows a small percentage of agents do the vast majority of business which, for her, translates into focusing on

high end properties in Denver and Montana. She always thinks way outside the box by "operating with a high level of communication and polished marketing that surpasses the past experiences of clients who are accustomed to a certain level of sophistication," she notes.

Karina says each property has its own special story, which she uses in



marketing. Instead of a traditional brochure, the agent creates coffee table books with fantastic photos to market her listings. She adds, “I throw a great bash to showcase how the space can be used, whether a poolside soiree or rooftop party.” She focuses on selling the lifestyle that a specific property would provide to their new owners. Karina also writes blogs to highlight unusual

properties across the world.

What’s next for Karina? She says she has always wanted her own show on HGTV and has already appeared on a segment on TLC’s *Surreal Estate*. “I can see the opportunity on all levels. There’s always opportunity if you see the bigger picture than what’s in front of you,” Karina says.



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