

TOP AGENT MAGAZINE

MINNA KERCHNER



Minna Kerchner is a Realtor[®] based in Indianapolis, Indiana. Her expertise is in the downtown area, but because her business consists primarily of referrals, she does transactions all across the state. Minna got her start in the industry in 2014; she had been working in the legal field, but felt stifled in the corporate environment and wanted to apply her marketing degree in a more creative way. She felt that real estate might offer an opportunity to focus on herself, her own creativity and her own ideas. So, on the advice of a Realtor[®] who helped her buy and sell her own home, she became an agent.

As the current lead of a team with one other member (a past client who recently acquired her license), Minna feels confident in her ability to lead others, and she plans to expand her team in the near future. Her practice has

averaged \$7 million in annual sales over the past several years, and over half of her business this year has been with return clients. Clients continue to go to Minna for realty services because she always makes sure to be extremely responsive, and fosters a high degree of trust and comfort with her clients. These qualities are grounded in her belief that real estate is not about houses or property: in Minna's words, it's "all people." She is thus keenly aware of her clients' thoughts and feelings whenever she is working with them, and this considerate and engaged approach to business has brought Minna great reward.

In marketing as well as in her work with clients, Minna values creativity and flexibility. She understands how quickly the market can change, and intends to utilize the best possible marketing tools to market her

listings in a creative and efficient way. This is why Minna's team has recently revamped its marketing, having previously hired an outside marketing firm and adopting all new technology within their new brokerage home, @properties, which offers a robust and cutting edge marketing system with a wide range of products and services. Minna is looking forward to exploring these new avenues, many of which are as of yet untapped in the Indianapolis market.

Minna loves music, and outside of work she and her husband are involved in their community through music. They consistently support local events and activities, be it children's music programs or musical fundraisers, and in addition Minna has spent several years singing in the volunteer-run Indianapolis Symphonic Choir. Apart from these engagements, Minna's life currently revolves around her toddler. She finds joy and fulfillment in getting him involved in local activities as well, exposing him to Indianapolis culture and community through bike rides and walks around town, public events like live music or sports, and generally a dedication to cultivating an appreciation for the city and its people.

For the future of her business, Minna plans to continue growing her team. She has recently hired a Marketing and Client Care Director who is in training now but will begin work for the team at the beginning of next year. She also intends to add two more agents by 2023, and has been putting considerable effort into the search. So, with a filled out team and an optimized marketing system on the horizon, Minna's practice is poised to expand and establish itself even further than it already has.



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