

TOP AGENT MAGAZINE

PAULA BAILEY



Paula Bailey got her start in real estate more than twenty years ago. Growing up, her father had been a builder, and real estate had always lingered in the back of her mind as an option when the timing proved right. After a successful turn as a retail buyer, she knew she was ready for a change. “I knew instantly that real estate was the direction I needed to go,” she remembers. Now, two decades later, Paula has earned a reputation for forthright advice, seasoned track record, and personal touch.

Today, Paula spearheads her work solo and helps lead Shorewest Realtors’ largest office. There, she serves clients across the greater Milwaukee region. To date, more than 80% of her business is driven by repeat and referral clientele who turn to her for her experience eye and communicative style. “Sellers need to know what buyers are saying, and I like sellers to know what buyers are looking for.

It’s important to be able to offer insights from both sides,” Paula explains. “It helps gives clients a perspective from the other side of the table. Also. I’m very detail-oriented and I like to have my finger on the pulse of the entire transactions. My clients are hiring me to be knowledgeable and insightful regarding every aspect of the transaction as it moves down the path to closing. I’m involved, accessible, and my communication skills is responsive and hands-on.”

When working with first-time buyers—a subset of Paula’s clientele that she particularly enjoys—she begins with a consultation to ready them for the process ahead. “Before they start looking, I help put them on the right path,” she explains, “beginning with pre-approval. I want them to be prepared so that the minute they find the right house, they can be ready. That also removes some of the stress and anxiety of the situation,

because it's a milestone investment, and it can be a scary process. I make sure clients are educated and that it's as smooth a process as possible. That's always my goal." When listing properties, Paula draws upon new and tried-and-true method, including professional photography, placement in local magazines, reverse prospecting to agents in the area, open houses, and visibility across social media. This year, she reached her own milestone in closing \$100-million in volume over the course of her career. On an annual basis, she typically closes \$6-million to \$10-million in volume, at an average price-point of \$300,000.

To give back, Paula's company fundraises throughout the year for Christmases for Kids, a thirty-three-year tradition that brings the joy of the holidays to 300 area children. As coordinator, Paula oversees her office's biggest fundraising auction. In her free hours, she most enjoys time spent with family and loved ones, traveling, and golfing.

As for the future, Paula Bailey shows no signs of slowing anytime soon. "I plan on doing this as long as I can," she says. "That's a beautiful part about real estate. The clients I've had over the last twenty years will be repeat clients, and it's nice to know I'll be there to help them during a change in their lives. No two transactions are the same, so every day and every client is unique. To me, that's what keeps this business exciting and fresh. I know I'll be doing this for quite some time yet."



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