



Photo Left to Right: Lacey Hamerin (showing agent), Tara Stone (listing agent), Nick Krautter (Owner), Jordan Fezler (Commercial Broker), Glenn Matz (Buyer's Agent)

►► behind the brokerage

An Interview with

CITY & STATE REALTY

Nick Krautter and his successful team at City & State Real Estate do not just idly rely on word of mouth, they thrive on it. Staying in contact with past and potential clients and building on those valuable relationships is one of the most important aspects of their business.

We caught up with Nick to learn more about his latest venture, City & State Real Estate.



Tell us about the brokerage and what makes it unique/different from others in the market.

We believe being highly ethical and excellent as brokers are the best path to success. I work to help every agent with three key things: Know their people, Grow their business, Win their future. When you know your people you can work by referral and have a better business. When you grow your business, having the right tax and growth plan is critical. When you plan for your future, you know how to invest and what to invest in to have a prosperous future.

What type of technology do you empower your agents with?

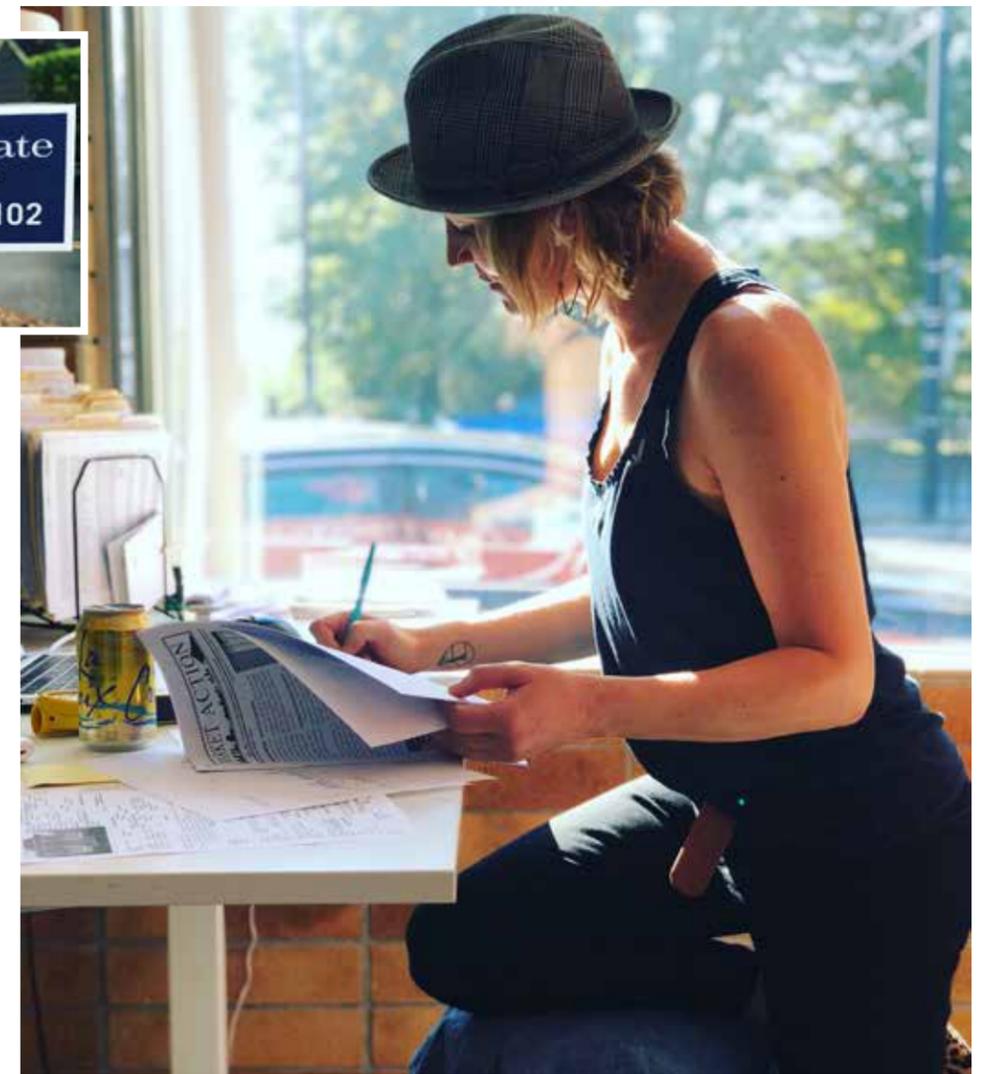
We use a real estate CRM that helps agents stay in touch with the right people and not forget any potential clients and past clients. We believe technology is there to help you build relationships, not replace relationships.

What has become the most rewarding part of your business?

Helping so many agents launch and grow their real estate careers. It is so powerful to see the change you can make in how people believe in themselves when they push themselves to grow and do more than they ever thought possible.

Tell us about your team.

The SellPDX Team which is now a part of City and State Real Estate started in 2007 when I petitioned the State of Oregon to get my Principal Brokers license early. My business was growing so rapidly I needed to be able to hire brokers and admins to take care



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of our growing client base. Glenn Matz joined in 2011 and built our residential buyers division. Tara Stone joined in 2017 and heads up our seller division. I had been running our commercial and investment division since 2010 and Jordan Fezler joined in 2018 to help with our commercial clients. The team still gets the majority of our client by referral and repeat business which is rare for a top team. We focus on our clients and knowing the market better than anyone else to provide the best service we can. Our clients' success is what gives us our success.

What is the biggest challenge you find in running a real estate company and team?

Helping my agents balance a successful and well-rounded life with the dedication and consistency that are required to truly succeed.

Where do you think our market is headed in the next five years?

I think we will have a slowdown and small dip in two years followed by continued growth in appreciation and population. Portland is growing slower now but make no mistake we are still growing.



Are there any charities or organizations the brokerage supports?

We are consistent supporters of The Oregon Food Bank, Central City Concern, Rotary International, RPAC, Madeline's party, and more.

Is there anything else you would like to communicate here in *Portland Real Producers*?

We are at a critical time where technology companies are working to replace real estate brokers. The only way to win is to invest in your clients and sphere of influence more than ever before. When your people know you and trust that you have their best interests at heart, they will choose you over technology.



CONNECT WITH CITY AND STATE REALTY



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“Whatever system you put in place, you must understand the expectations of your customers and then exceed them for their benefit, not your benefit.”

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