

TOP AGENT MAGAZINE

TIFFANY NOLAN



maddie lowe 
+ *properties*

For Tiffany Nolan, relationships are the heart and soul of real estate. “It’s never about me,” says Tiffany, Broker/Owner of Maddie Lowe properties in the Houston, Texas, area. By embracing this mindset for 16 years, she has built a successful business rooted in listening and responding to her clients’ needs. “My goal is to provide one-on-one, personalized service. Everyone is different in the way they look at property and in the way they want to market their homes.”

Given her singular goal of making clients happy, Tiffany naturally earns a high degree of repeat and referral business. “The buyers and sellers I represent realize that I know every relationship is unique and that I treat them the way I would like to be treated if I were in a similar real estate position,” she says, adding that because she runs a small, boutique brokerage with little overhead, she can offer reduced commission. This allows her clients to keep more of their equity in their pockets without compromising the quality of marketing efforts for their homes.

Tiffany takes individualization several steps further, communicating thoroughly and staying in touch with past clients in meaningful ways. “Sometimes it’s emails or phone calls about things I remember they’re interested in or things that are going on in their lives,” she says. “And depending on how close we got during their transaction, with the younger

generation I'll sometimes send a quick text every once in a while." Other means of maintaining contact with her local clientele include dropping off surprise gifts on their front porches, she says. "People always think it's nice that their real estate agent was thinking about them even though they weren't necessarily thinking about me!"

As a broker, Tiffany has built a team of agents who take to heart the philosophies she embraces. They extend that thinking to every aspect of helping buyers and sellers. "I'm an active agent and my six agents and I are sales, marketing and



business professionals with extensive knowledge of the regions we cover," she says. "We know how to reach buyers when they're just starting to look at houses, whether they have an agent or not." Their carefully targeted internet marketing reaches those buyers and their expert negotiation skills position both buyers and sellers for successful transactions. She and her agents have fun helping clients and working together. "I even convinced my husband, who was in the medical field, to join our team!" she says.

Because she values the professional development of her team members, Tiffany's ultimate goal is to one day become a non-competing broker whose agents hold onto more of their earnings relative to other brokerages. "We already have plan of how we're going to grow that business," she says. "Certainly the days of the big office structure have gone away; we're aiming for a 100% commission-

based structure that benefits my agents." In addition, she wants to mentor other professionals who are considering starting their own real estate careers while raising families. "I want to teach other moms and dads how to do what I did by working for themselves in real estate."

Tiffany also plans to expand her charitable giving to local causes as her business grows. "Just being out and visible in the communities I

cover brings me the most business; I like being able to give back," says Tiffany, whose three children are in high school, middle school and elementary. She actively volunteers with their schools and sponsors several youth athletic teams and organizations. As her business evolves, Tiffany will forever cherish her ability to run a brokerage while doing what is most important to her. "My family comes first," she says. "Having the flexibility to be available for them was the reason for starting my own business in the first place and that's why I've been successful," she says. She cherishes her career in real estate. "I love homes and decorating and helping people with one of the biggest purchases they'll ever make!"

To learn more about Tiffany Nolan,
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