

McArtors stand tall to make a real difference

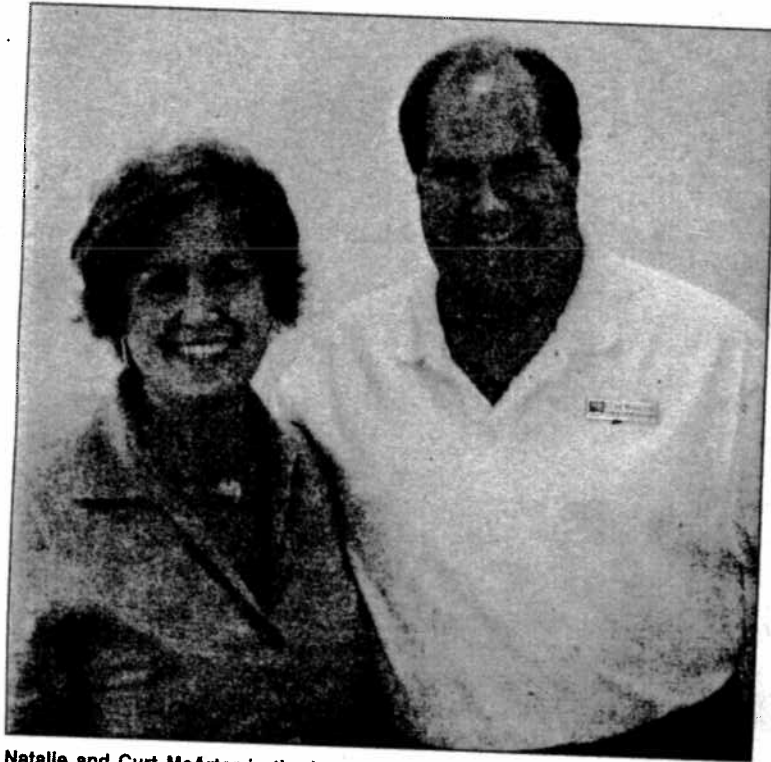
By E. BRUCE DAVIS
Observer staff

If the adage "two heads are better than one" is true, imagine the results of two heads working together with a common desire to deliver "a higher standard in real estate."TM

That is the promise Natalie and Curt McArtor, real estate agents in the Long and Foster Realtors, make to their clients. They work from the Gainesville office at 7526 Limestone Dr.

"Natalie is the front person, and I am the one behind the curtain pulling the levers," said Curt McArtor. "I handle the Internet, photography, marketing and advertising." Like their marriage, it is a union that has worked well. After more than 25 years in national retail sales management, Natalie McArtor decided in 2001 to make the leap into real estate. She earned the Long and Foster Fairfax office rookie of the year honor, and with listings and sales soaring within two years, she realized she needed help. Who better to turn to than her husband, who had proved to be a valuable problem solver as a comptroller with a law firm. Curt started working with Natalie on a part-time basis, but after two years came on board full-time.

Natalie and Curt stand 5 feet 11 inches and 6 feet 6 inches, respec-



Natalie and Curt McArtor in the Long & Foster office at 7526 Limestone Dr. in Gainesville.

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tively. As a real estate team, they have developed a "Standing Tall" brand by towering above the normal service they provide to their prospects and clients. Their extraordinary service and knowledge develops satisfied customers, who in turn produce referrals.

The McArtors continually educate themselves through a firm that

emphasized the importance of lead generation; it is a vital key to being successful in real estate. Natalie McArtor spends a major portion of her day making phone calls, sending hand-written notes, dealing with business people and distributing fun gifts to clients, always working to generate leads.

She keeps on top of the real

estate industry by staying involved. She is on the Education Advisory Board of the Board of the Northern Virginia Association of Realtors and has earned the Certified Residential Specialist title, the highest designation awarded to real estate sales people. Less than 3 percent of all agents earn it. She is an associate broker and the McArtors are home stagers.

All of the McArtors' efforts are designed to provide clients with the best possible information and service. Because they exceed clients' expectations, they earn the clients' trust. This translates to increased business through repeat sales, testimonials and referrals, the life blood of a successful realtor.

This helps Natalie McArtor reach the goals she sets. In 2010, she was her office's top producer and top lister. She normally lists and sells an equal number of homes. She is well on her way to achieving her goal of 50 transactions in 2011.

Curt McArtor is the facilitator, taking photographs and producing video tours of listed properties, which he edits and puts on their website, with music. He designs and lays out beautiful brochures of the homes, as well as other marketing pieces. He researches markets and neighborhoods for prospects so his wife can best serve them.

"We make up a book before we do an interview with a prospect," Natalie McArtor said. "This makes [our potential clients] feel confi-

dent. We make a week-by-week marketing plan for them. They are almost always ready to sign. There are no surprises, and our clients trust us."

Natalie and Curt McArtor have enjoyed success by "farming" Piedmont in Haymarket. On a quarterly basis, they provide residents with statistical data on the market within the subdivision. This current market report includes trends in sales prices of homes sold, ranges of sales prices and days on the market. This effort alone makes a huge difference to homeowners who get a no-cost yet clear picture of how the market affects their decision to stay or sell. The McArtors list and sell well beyond their Gainesville home, including in Alexandria, Fairfax, Arlington, Fredericksburg and Leesburg. They also have plans to expand their real estate farming into more local subdivisions.

Natalie and Curt love their two Shih Tzus, Coco and Casey, as well as working in their flower beds. She enjoys reading, and the two have traveled to Italy and throughout Canada. This year they will take a 10-day trip to Ireland and Scotland. However, most of their time is spent working to meet prospects and serve their clients, above and beyond the norm. They appreciate the support they are given by Long and Foster Realtors.

The McArtors can be reached at 703-200-4703, and their website is www.NatalieandCurt.com