

st. louis metro edition

BROKER★AGENT

magazine



Barbara Woodham

broker/agent of the month



When asked what three traits make her a successful real estate agent, agent Barbara Woodham of RE/MAX Properties West had this to say, "I live by the Golden Rule, I look to God for guidance daily and I know the market. Taking advantage of opportunities when presented, along with being in the right place at the right time, and often just plain old 'luck' are all factors that play a role in any sales related profession," says Barbara. "Luck is the extra prize in real estate. I find the harder I work, the luckier I get." Interestingly enough, these factors all had a part in how Barbara's real estate career began.

Raised in the Lake of the Ozarks area—Eldon specifically, Barb's father was an entrepreneur who gave up his Air Force career when his own father became ill and had to return home to support his mother and 10 siblings. He became a welder and established his own business, later expanding into a propane gas business, a home improvements enterprise, as well as a gentleman farmer and landowner. Barbara and her siblings—two sisters and two brothers—worked with him in the family business. She learned at an early age to become a business person as did her brothers and sisters who have all become business owners themselves.

Barbara attended The University of Missouri, receiving her degree in education from Christian College for Women, now Columbia

College. Married after graduation, the Army and Fort Lee Virginia became their new home and then Richmond, Virginia, for 13 years after leaving the Army. Barbara forged a successful career as an advertising and public relations specialist with a major bank in Richmond. Their love for Missouri and family brought them back to St. Louis in 1979 after the birth of their first child, Tiffany. Barb's brother sold the retail side of his kitchen and bath remodeling business to them and Barb became a kitchen designer and proud business owner for the first time. After the birth of her second child, Jason, the kitchen business was sold so she could spend more time with her children until they entered school. Then fate intervened. Barb wanted a part-time, flexible career that would allow her time to volunteer at school with her children while utilizing her design and management skills. "In addition, I wanted to control my time, not a 9-5 job; something where I could earn some 'fun money', as I called it then. I believe divine intervention lead me to real estate. We were on our way back to St. Louis from a weekend at the lake and while reading the newspaper, I turned the page and there was an ad offering free training at Coldwell Banker, it started the next evening; I went and again found myself at the right place at the right time."

Real estate attracted her immediately and her 20 year career began. Barb was licensed in 1985 and went to work. "Real estate combined

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BY KATHLEEN O'BRIEN - PHOTOGRAPHY BY LARRY KATZ OF KATZ PHOTOGRAPHY



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BARB WITH HER TWO FAVORITE MEN, FIANCE JOHNATHAN TASHLER AND SON JASON



BOTTOM L TO R: LINDA, BARB, RE/MAX PROPERTIES WEST SUPPORT GROUP, JESSICA, CHELSEY AND ADRIENNE. BACK ROW L TO R: JASON WOODHAM, TARA OF INVESTORS TITLE, EARL, & LOUISE THOMAS, BARB'S OFFICE MANAGER. EARL AND LINDA REPRESENT BARB'S CUSTOMER CARE TEAM MEMBERS.

my past experience in decorating, public relations, business and finance. I quickly discovered that real estate was a perfect fit for me and my family. I also learned that the flexibility I had hoped for was not "quite" what I had expected with weekend and evening work a necessity. By that time it was too late, however—I was hooked."

In the beginning Barbara offered to hold open houses for other agents and at her first open house, wrote a contract. Right place, right time. On their way to a different open house a couple stopped by Barb's. As they were leaving, after ignoring her many attempts at conversation, she asked if there was anything she could do for them. "Panic set in when the husband told me to 'close up this open house, I want to buy it'. Apparently he'd promised to buy his wife a house on their first anniversary, which, lucky for me, was that day. I wrote a contract, sold the house and listed theirs the next night." Needless to say, Barb continued to make herself available to other agents for their open houses. She also marketed her own neighborhood. "It just took off. Twenty years later, I'm still active there although I no longer live there."

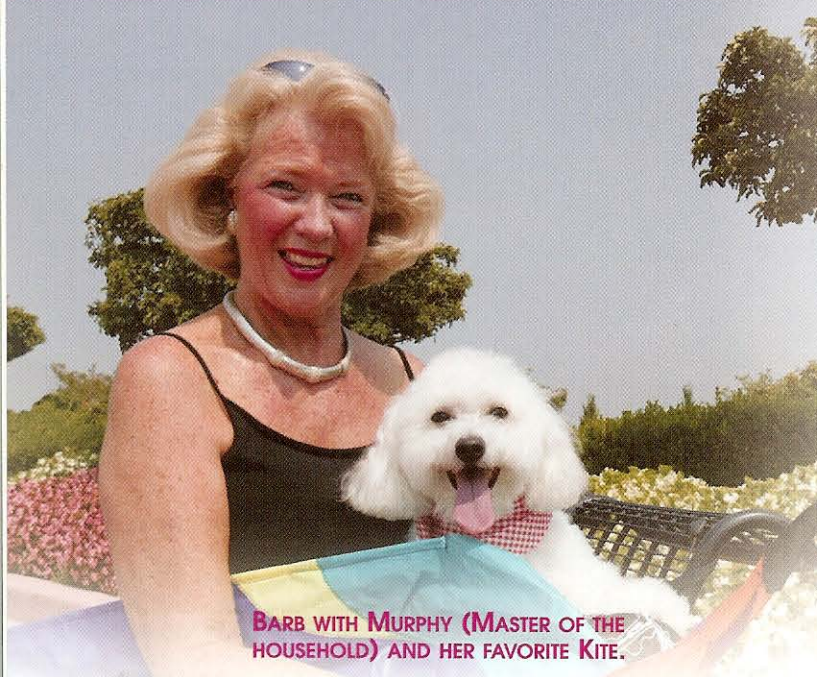
In her early years, Barb saw her real estate career as a way to obtain a good income while still having the flexibility to play an active role in the lives of her family. That flexibility allowed her to be able to attend ball games, dance recitals, day camps, and volunteer at school. In the early days of her

real estate career, she worked part-time. She would put her children on the school bus in the morning, run home, change into work clothes, work real estate, run back home when the bus dropped the kids off, make dinner, then if necessary and with her husband's support, work again in the evening. "I had expected real estate to be a casual business, really, without career in mind. Who knew then that this would take me on a 20 year joy ride?" By wearing a name badge, handing out business cards, car signs, for sale signs, Barb lets people know what she does. She believes everyone likes to talk about real estate and she takes advantage of every opportunity. "Now that my children are grown, I live real estate 24 hours a day, but still find it's easy to have fun times and vacation along the way now that things are in place with my support team."

After five years at Coldwell Banker, Barbara moved to Gundaker in 1991, then to RE/MAX Properties West in 2002, becoming one of three Principal Partners in June 2005. Why REMAX? "I always wanted to be with the best, and I feel RE/MAX's concept along with my team approach works well giving me the independence of running my own entity within a well-known company. I feel I can serve my clients better with the RE/MAX name behind me and a team of highly skilled professionals dedicated to real estate. We have in-house lenders and Investors Title to close and record transactions. It's a concept I believe in—total service from start to finish all in one place. Team support is very



CHARLES AND LAURA DAVIS WELCOME BARB, ONE OF THREE NEW PRINCIPAL PARTNERS OF RE/MAX PROPERTIES WEST.



BARB WITH MURPHY (MASTER OF THE HOUSEHOLD) AND HER FAVORITE KITE.

home ownership, continues. She has never vacillated from this goal. In a professional and knowledgeable manner, she provides a way to interact with new friends and old friends, family and community. Twenty years later she still loves her work and has continued to be an award-winning, multi-million dollar producer because of her dedication to the profession. "It's hard work, but offers wonderful rewards. I specialize in making home ownership fast, fun and profitable. My goal is to make winners and winning situations for all."

These past 20 years have presented Barb with many experiences; each day continues to bring along new situations from which to learn. "I've grown along with my business and though I don't see retirement anytime in the near future, when I do, it's a blessing to know that my son, Jason, who is a broker at RE/MAX Properties West also, will continue the family tradition.

Barb's relationship with her son, daughter Tiffany, Tiffany's husband Jim and new grandson, Jagg, is very important to her, as is her fiancé, Johnathan, who is an estate planner and extremely supportive of Barb's real estate career. Then there's Murphy, the family pet, who rules the house. "I'm so lucky to have my family, including my brothers and sisters, wonderful longtime friendships and finding a career that makes me happy."

How does Barbara define "success" ... "Looking forward to each day and to what lies ahead, acquiring assets while doing what I enjoy, staying active with family and friends and enjoying good health." Two of the highlights of her career? "Becoming a Principal Partner in RE/MAX Properties West and having my son, Jason, join the family business. Real estate ... it's not a job; it's what brings pleasure into my life and makes everything else possible. It's a great life and I have truly been blessed to have been at the right place at the right time and continue being grateful each and every day." ★

Barbara Woodham

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important so I can be out of the office creating new opportunities. My team concept philosophy is: 'as busy as you are with your move, wouldn't it be nice to leave the details to professionals that know what to do, when to do it, and how to do it well?' Louise Thomas runs my office and we've learned to think alike which is important when I'm not available to handle a situation. Our office motto is, 'The Answer is Yes ... Now What's Your Question?' We are very 'hands-on' with people and make lasting relationships." Barb does all her listing and selling herself with her team members in place to follow through after the listings and sales.

Another reason for Barb's commitment to RE/MAX are her Brokers, Charles and Laura Davis, who she counts as good friends and "great real estate minds". "We recently acquired the entire space in our office building at the intersection of Highway 40 and Clarkson/Olive. The executive suites and the accommodations for the agents are outstanding. We are expanding at a rapid pace. We now have about 125 agents with new space for 60 more. What an honor to be part of the Davis' long-term vision."

Customer service isn't just a cliché to Barb. "I have been fortunate in building strong relationships with clientele. They become my friends for life." To ensure she provides the best customer service she stays in touch with clients several times a week. Barb hosts customer appreciation lunches and teas at Christmas for women. She keeps on top of current listings, checking MLS for new listings continually throughout the day to give her buyers the opportunity to be the first to see the property, often purchasing it that first day. To continue that high level of customer service, Barb hopes to hire two buyers agents this year to handle overflow. She also takes calls until 10:00 PM sometimes; it's important to her to be hands-on with clients, but has a great team for support when she is unavailable.

Barb's desire and commitment to offer her experience and expertise to assist families with their most important decision,

