

TOP AGENT

MAGAZINE



KIM PERROTTI



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“I empower my clients to make smart choices, and I think they appreciate that. I am not here to push them into a new home. When they are ready and have a desire to make an offer, they know I am behind them and will provide the information and education they need to make an informed decision,” shares Kim Perrotti, REALTOR® at RE/MAX Leading Edge

in Melrose, Massachusetts. With her business consisting of 85 percent referrals and repeat clients, Kim’s guidance and expertise has enabled her to become a leading REALTOR® in her area. She has assisted numerous clients throughout her seasoned 19-year career in real estate and says, “I enjoy helping people. Buying and selling a home



can be a stressful time. I try to set clients at ease and show them the process does not have to be stressful. It is exciting to help them find a home and see the process through until close.”

Kim got her start in the real estate industry after graduating from college, and the rest is history. She says,

“I always had an interest in real estate and decided to make a go of it. I have not looked back since.” Now Kim is not only a renowned REALTOR®, she is the owner of her successful real estate business and leads The Kim Perrotti Team. She shares, “I am so proud of my team and how hard they work. We continually receive great feedback from clients



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on our follow up and follow through. Some of my plans for the future are to keep educating and mentoring my team to ensure we are always providing the highest level of service. I also continually explore new marketing ideas, trends and technology so we can position our clients for success.”

In addition to her significant knowledge of the industry, clients can also depend on Kim for strong attention to detail and a high level of communication. She says, “My entire business is systematized. I have checklists in place for every step of the process to make sure nothing falls

through the cracks. It is a proven system that protects our buyers and sellers.” One of her many highly pleased clients highlights, “Kim was flexible, easy to talk to and patient with our questions. It was a long search with inventory being what it was, but Kim never ceased to be optimistic and worked tirelessly to find a home that met our needs. When we finally found the perfect place, Kim and her team proved to be invaluable assets in keeping us sane, organized and excited rather than the frayed, incongruous bags of stress we would otherwise have become. She even helped us resolve a couple of small issues with the seller after the closing.”



Kim also invests in a variety of marketing strategies to advance her business. She says, “I advertise listings primarily online through social media outlets and real estate websites. Since you only get one shot to grab people’s attention, I invest

in professional photography and offer clients a free staging consultation for additional help preparing their home.” She continues, “Since staying in touch with past clients is the foundation of our business, our team also hosts a yearly client appreciation party. This will be our fourth year, and it has been a great success. Clients can stop by for a drink and bite to eat while the kids are busy being entertained and having fun. I really look forward to it.”

When Kim is not helping others in real estate, she stays active in the community. Kim shares, “I was born here in Melrose, so I have a lot of ties to the community and contribute to many initiatives. One way I decided to give back was to sponsor a local home show as a free community event last year. We rented out Memorial Hall and invited local vendors to have a booth and provide a face-to-face meeting with community members who might be interested in their services. Nothing like this had ever been done in our area. We had a great response and huge turnout and have already started planning next year’s show.”

For more information about Kim Perrotti, please call 781.254.5527
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