

TOP REAL ESTATE AGENTS September 2020

Alissa Christie | Bentley's Real Estate



Great things come from hard work and perseverance, and nobody knows that better than Alissa Christie. From her early professional years as an Attorney, to her widespread success in real estate today, Alissa's incredible work ethic keeps her moving forward.

Known as a "quiet real estate powerhouse," Christie humbly ranks in the Top 5 of agents on the North Shore of Massachusetts.* She also has had a heavy hand in the incredible success of her real estate company, Bentley's Real Estate. As broker and co-owner, the company has grown from a boutique office in 2016 to the number one firm in Greater Newburyport in 2020, beating out its closest competitor by nearly 60%.**

With her office in Newburyport, Christie serves all, including high-end waterfront properties and some of the most beautiful quintessential New England homes. Her affable nature, energetic attitude, and strong business acumen are a winning combination that has endeared her to all who work with her. "I love strategizing with clients to achieve their goals, whether it's selling a home quickly due to a job relocation, helping with home improvements to maximize a seller's home value, or planning with a buyer in a competitive market, each client has a personal plan."

Christie has a reputation of successfully taking over stale listings that have been on the market for a while. "Owners will call me frustrated and upset that their homes have been on the market for a long time. I love

rolling up my sleeves and facing these challenges," she says. In these situations, Alissa will think outside of the box. "I love coming up with a creative approach and invest heavily in branding and digital marketing." It's not always about the price. "I once sold a house that had been on the market for two years in two weeks! Other brokers had recommended a \$100,000 price reduction, but we simply shifted the branding and sold the home quickly without a price reduction," she explains.

Christie's hard work and determination have propelled her forward as a top real estate agent, but her career started as a maritime law attorney in New York City and later in Boston, where she built a sturdy reputation working in court and among her colleagues. "Leaving my legal practice was a difficult decision for me, but with a strong passion for people and real estate, I knew the transition was a perfect match," she says.

When she's not working, Christie loves spending time in Newburyport with her husband Ken, sweet daughters, Kaitlyn and Kamryn, and her two golden retrievers, Butternut and Rosie. "I absolutely love living and working in this town," she says proudly, "we love the people, the parks, the beautiful beaches, and spending quality time together."

* Based on MLS Pin 12 months sales data for individual agents as of Aug. 10, 2020 excluding teams for North Shore Association of REALTORS®, Greater Newburyport REALTORS®.

** Based on MLS Pin Sales data for 2020 as of Aug. 10, 2020 relative to Greater Newburyport REALTORS®, Bentley's sales of 101,503,861 vs. closest competitor 63,726,445.12.

BENTLEY'S
EXPERIENCE ELEVATED

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