

BRIAN PERRY

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REAL ESTATE GROUP

How has your business changed in the past two years since your article first appeared in *Sacramento Real Producers*? We joined COMPASS!

We have been watching this company for several years, and at that time, they weren't coming into our region. However, that recently changed. They are the number-one brokerage in the Bay Area, and we are so happy to have joined them as founding agents in the Greater Sacramento area. We love the traditional brokerage model of Compass tied with technology. It allows us to do things as agents we were never allowed to do! We are creating a client experience that is high-touch and efficient. Collaborating with exceptional Compass leadership and marketing managers has invigorated our creativity, causing business growth. They've reduced the "middle-man" mentality by listening to what agents want and need and then executing on those demands. We love helping our clients, and this brokerage offers us more time to enjoy with our family without compromising doing what we love (real estate). It feels so good to be a part of a company that is leading the way into the future of real estate while staying true to the traditional real estate brokerage model. High-tech with a personal touch is what we are all about.

What, if any, unexpected changes have you experienced in light of the past two years? In the last two years, the biggest change has been that we have been reactive instead of proactive. We had a plan and course that we were on and vision of where we were going that all changed March 2020. First, we took time to consider what was going on. Once we felt that we were able to do business safely, we began to come up with workarounds to do business in a way that made people feel safe. This

took creativity, flexibility, ingenuity, and patience. Thankfully, since we were all dealing with the same thing at once, everyone was learning how to do online meetings, download information from QR Codes, view homes using Matterport, and visit in person with protocols in place. The better we got at doing the "new normal," the more efficient we became. We critically thought through what "old ways" we would re-implement or get rid of entirely and what we would continue doing since the pandemic.

Is there anything else you would like to share as an update on you or your business? We are also excited to announce that our daughter, Emma, recently got her real estate license and has joined us as assistant to the Brian Perry Real Estate Group. She brings a knowledge of our business along with experience working as a transaction coordinator assistant for the past year. Adrianna Parrott, our buyers' agent, has been an integral part of the overall success of our company. She has been a vital part of our team during all of the ups and downs of the past two years. Alongside Brian, she has successfully helped close hundreds of transactions involving the purchase of homes and land. Jennifer Perry oversees Operations and manages Marketing, as well as handles the fiduciary responsibilities of our corporation.

