

TOP AGENT MAGAZINE

C. RAY BROWER

After years of running a successful transmission repair shop, C. Ray pivoted to real estate in the market crash, starting out in timeshare sales. He quickly moved into residential sales with a team for Keller Williams. C. Ray's natural personability and ease with clients didn't go unnoticed; within his first four months he had closed four sales and was asked to be the lead buyer's agent. He's been helping clients successfully navigate their transactions ever since. C. Ray recalls how colleagues were awed by his grace under pressure when reaching out to leads over the phone. "I always considered myself a little better than the average salesperson since I successfully sold transmission repair," C. Ray says. "I promise you there wasn't a single person who walked into my office or spoke with me on the phone who wanted to spend a nickel on their car."

Today, C. Ray works as a solo agent and is a REALTOR® and Associate Broker at Your Perfect Home powered by eXp Realty of California. Over his six years in realty, he has developed a wealth of industry knowledge and is certified as a Home Buying Expert, Home Selling Expert, Real Estate Mentor, New Home Directory Contributor, and Public Speaker. But C. Ray's knack for turning internet lead follow-ups into loyal clients truly sets him apart from his peers in an era when so many have grown phone shy. His ease with speaking to and connecting with potential clients has garnered C. Ray a growing referral base. "They sell houses every day. It's my job to find the people who want to buy a home today," C. Ray explains. "I pride myself on my ability to listen to understand versus listen to respond."

When it comes to marketing, C. Ray utilizes a variety of methods to reach the right buyer, showing his sales savvy extends beyond one-on-one customer interactions. He engages a robust digital branding roll-out of diverse content that keeps C. Ray top-of-mind



with potential, current, and past clients. Posts across a wide range of social media platforms put C. Ray's listings right at a buyer's fingertips and include market updates, homeowners' tips, and more. In 2021, C. Ray has already closed twenty transactions with a goal of closing sixty in the coming year.

When he's not working, C. Ray is an active networker and has been a founding member of several BNI chapters in multiple industries. He regularly strives to mentor and help promote his col-

leagues, creating connections that foster a progressive professional community. In his cherished free time, C. Ray loves to travel, go wine tasting with his wife, and hit the golf course when he gets the chance. Looking to the future of his business C. Ray is taking steps towards growth and laying the groundwork for the makings of his own team. In the following year he hopes to reach a broader customer base, while endeavoring to maintain the high level of care for each client, making the time to listen for understanding, that has been his trademark of excellence in service from day one. So, remember to "C. Ray To Find Your Perfect Home!"



Find out more at CRayBrower.com.
Connect with C. Ray via phone at
209-610-6075 and via email at
C.Ray@YourPerfectHomeGroup.com