



## **2019 Women in Real Estate: Britt Raymond, SRS Real Estate Partners**

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Name: Britt Raymond

Title: First Vice President

Company Name: SRS Real Estate Partners

What is your favorite motivational quote?

"I find that the harder I work, the more luck I seem to have." ~ Thomas Jefferson. It is important in this business to focus on the things that are in your control. The most impactful is your dedication to the job. Anything can happen in the course of a transaction but I know I will work hard to make sure my clients have great representation and advisement.

How do you hold your own in a negotiation?

I support my position with facts and empirical data. Each party in a negotiation has their argument, however, it is difficult to reason against relevant facts like comparable sales and statistical market trends. It is also important to have a street-level knowledge of the local market in order to truly understand the nuances, potential buyer pool and marketability of a particular asset. I pride myself as an expert in my sector, as well as providing a comprehensive vision on the highest and best use of a retail asset in order to be an ideal fit for the community as well as a profitable investment for an owner. I feel that I earn the respect of my counterparts in a negotiation by staying truthful and know what I am talking about.

What is the best advice you have received, and who was it from?

I received the following advice in my first year of brokerage from a mentor. It is also a trait I notice in all of the top brokers I admire! Continue to be a student of the game regardless of how much money you make. We are in an ever-changing industry. As an investment sales broker, I need to stay ahead of the curve by studying market trends and evolving my business model to maximize my output. I learn constantly from my colleagues, clients and from my competition. I also take time daily to read articles and review data on market, trends, and the overall economic outlook in order to expand my knowledge of all the factors that affect our market.