

TOP AGENT MAGAZINE

by Emily McGinn



PORTFOLIO
LUXURY REAL ESTATE *redefined*

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Portfolio Luxury Real Estate

Portfolio Luxury Real Estate in Rogers Arkansas is no ordinary company. Part boutique specializing in high-end homes, part property management and part traditional real estate office, this dynamic business is on the rise. They are one of only three companies in Arkansas that are members of Who's Who in Luxury Real Estate. They were also recognized by Arkansas Business as one of the largest property management firms in the state, all while providing personalized service.

Portfolio is the brain child of Kristen Boozman, a native resident of Northwest Arkansas who saw potential for a new kind of business. "This 'sleepy town' has drastically changed in the last few years, and I wanted a business that could change with it," Kristen explains. Northwest Arkansas is home to The University of Arkansas, J.B Hunt, Tyson Foods, and Wal-Mart corporate headquarters. The draw of these major corporations has brought other companies such as Kraft Foods, Coca-Cola Company, Del Monte, and The Walt Disney Company, to the area and with them a large influx of transplanted executives.

The Portfolio team is uniquely suited to service this new population. "Most of the girls here come from the corporate world," says Kristen. "They understand the needs of these clients and can help them make the transition from city life to Arkansas." Often, Kristen and her team function not just as real estate agents, but as tour

guides, and confidants. "When they arrive, they sometimes feel overwhelmed; it's our job to make them feel welcome and at home. Eventually, a lot of the people who relocated thinking they would be here a year or two, end up staying because they love living here" she adds.

Their sales philosophy extends not just to the newest residents of Northwest Arkansas. "The last thing we want is for people to think we're just a high end boutique," says Kristen. "I want my clients to feel like they get the same high level of professionalism they would get in a big city, regardless of price range," she adds. Every type of client can find expert, friendly support at Portfolio.

Kristen and the team's enthusiasm and energy have led to lasting bonds between the agents and their clients "We know all of our clients personally and they call us for anything from finding a hairdresser to a new home," laughs Kristen. The family feel is a key component of the company's success and the women of Portfolio are always willing to lend a hand, going the extra mile to help their clients in a time of need, volunteering in the community or raising money for a cause.

Moving forward Kristen would like to continue this positive trajectory. "I want to keep the office small," she explains. "But I'd also like to grow the Portfolio brand, and move into bigger markets like Fort Smith and eventually Little Rock." The future of the company is about bringing the structure of Portfolio that has worked in Northwest Arkansas to new markets, while still maintaining the boutique feel. Kristen's vision of an innovative and creative real estate business has clearly been realized: last year the company saw a 500% increase in revenues and shows no signs of stopping.

To learn more about

Portfolio Luxury Real Estate

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