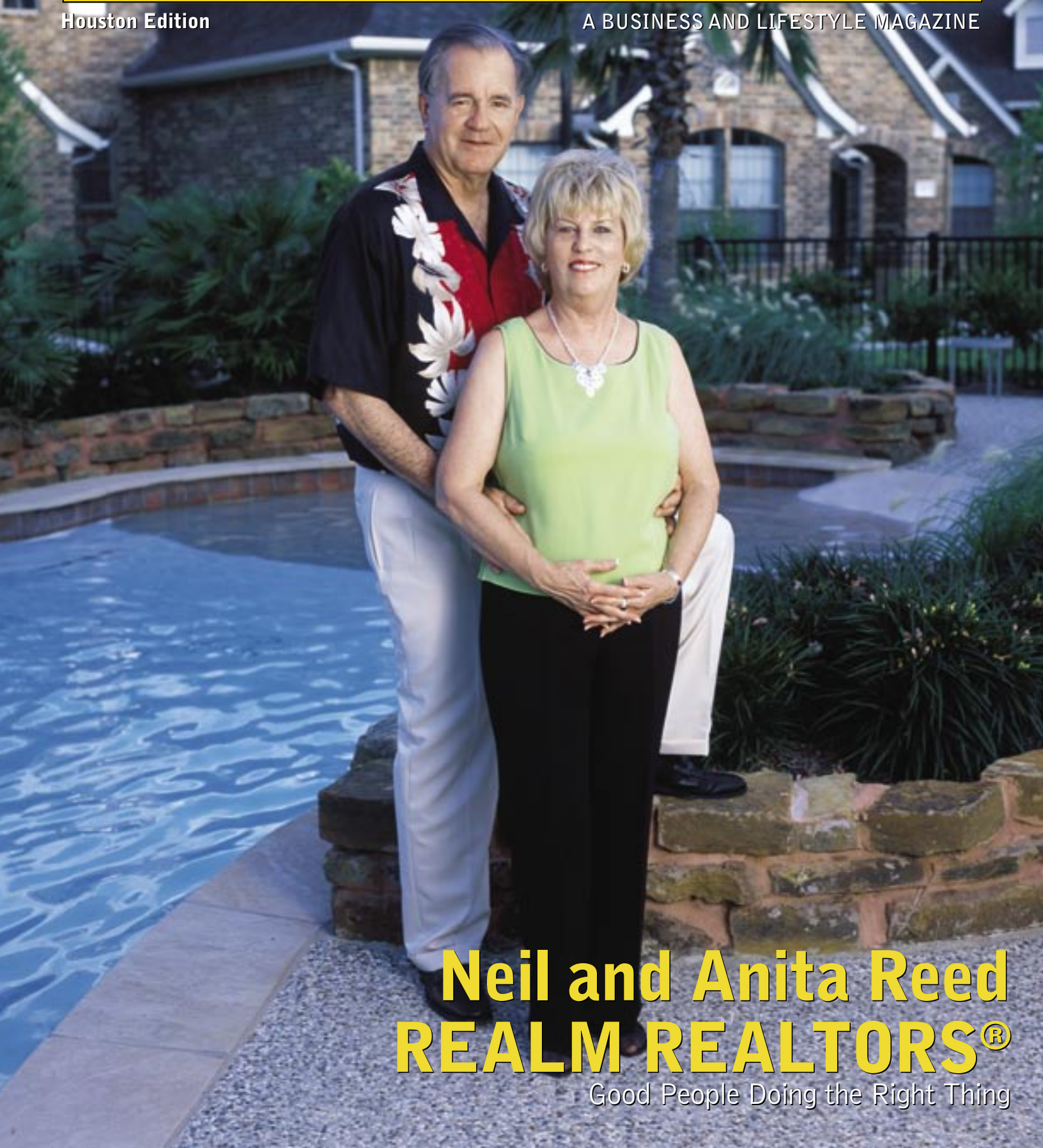


REAL ESTATE

# EXECUTIVE

Houston Edition

A BUSINESS AND LIFESTYLE MAGAZINE



**Neil and Anita Reed**  
**REALM REALTORS®**

Good People Doing the Right Thing

# Neil and Anita Reed

## REALM REALTORS®

### Good People Doing the Right Thing

By Ronald Boyce Walker

Real estate has always been fertile ground for those who think first of how their work affects others, and last, if ever, about making a quick, fast buck.

Neil and Anita Reed, owners of REALM Realtors®, conduct their business in a way that reflects their company motto: “Good People Doing the Right Thing.” They put a premium on working hard, building trust with clients and colleagues, and doing good work in the community.

The result is a sterling reputation, respect and rewards that count. Neil and Anita have earned the respect of professional

**N**eil and Anita are the best! They are good, honest people that care about the agents working for them.”

—Dreama Vallone, REALM Realtors®, Agent

colleagues, who eagerly praise their professionalism and dedication.

Judy Anderson of Duffy & Laroe Realtors® has known the Reeds for some 20 years.

**Meet the REALM Team! They are (back row, left to right) Mike Bindhammer, Les Powell, Neil Reed and Eric Reed. Front row, from left to right are: Sunny Durrani, Patricia Hartline, Anita Reed and Lindsay Moeller.**



PHOTO BY JOHN LEWIS



PHOTO BY JOHN LEWIS

**Executive Assistant Lindsay Moeller and Director of Operations Eric Reed are indispensable to the operation and the future growth of the company.**

“They’re consummate professionals. I have complete faith in anything they say. We’ve always been great friends, as well as fellow Realtors®. I respect them immensely,” she said.

Another longtime friend is American Title Co. closer Sherry Mack, who says Realm Realtors® operates as well as any firm in the industry.

“Neil and Anita are the most excellent people I’ve ever known, and the most honest people I’ve ever met,” she said. “The extent of knowledge they bring to their people is amazing. They work real close with their agents and provide them any training they need.”

## PERSONAL HISTORY

Neil hails from Pineville, LA, and attended college at Louisiana Tech in Ruston. He served two tours of duty in the U.S. Army, one mostly spent at Fort Hood, TX, and a second at the Atlanta Guard Depot. It was in Georgia that he met a young lady

**No matter what the question or what time of the day it is, the Reeds have been there for me and my clients.**

— Sheryl Prestidge, REALM Realtors®, Agent

— Anita Adams of Atlanta — and formed a loving partnership that changed their lives forever.

Anita was raised in Cumming, GA, on a farm run by her grandfather, a hardworking man who “raised everything but coffee and salt,” as she recalls.

Anita’s interest in real estate came from her father, a World War II veteran. They spent many weekends looking at open houses on their way to or from baseball games. Anita could not have known she was actually getting a ground-floor education in a field that would be an important part of her future — real estate.

She and her family including her tough-minded mother and two brothers, eventually moved to Atlanta. She studied business in college before meeting Neil, who she married in 1963. Neil spent many years in the automotive parts business, and Anita worked as an executive assistant for several prestigious clients, including the mayor of Baton Rouge. They started a family and raised three children, Cheryl, Lisa and Eric.

Neil was highly successful, holding top managerial positions with major dealerships that broke sales records under his leadership. Career stops included Baton Rouge, New Orleans and Chattanooga.

While in Chattanooga, Neil earned a degree in business and



Neil and Anita are extremely proud of their entire family! From left to right, they are: grandson, Justin; close family friend, Marjorie; Neil; Anita; Eric; daughters, Lisa and Cheryl; and future daughter-in-law, Amy. Crouching in front is Lindsay Moeller.

marketing from the University of Alabama, taking advantage of his G.I. benefits.

Of a mind to find new horizons, he embraced an opportunity to start up a franchise business for training security dogs. The Reeds moved to Houston to start up this new venture. Neil became a spokesman for this industry, traveling internationally and conducting demonstrations.

An untimely back injury forced Neil to reluctantly leave the business in which he had tremendous success.

## EARLY DAYS IN THE REAL ESTATE BUSINESS

It was the late 1970s, and Anita was working for Smith Industries as a payroll supervisor. She grew tired of fighting Inner Loop traffic and looked for a change.

Since looking at homes had been Anita's longtime hobby, Neil suggested she seek a career in real estate.

Anita got her license in 1978 and started working for a franchise company in the Bear Creek area. However, she got off to a slow start. A perfectionist, she was reluctant to handle clients and listings until she felt she was an expert in the technical aspects of real estate.

She was moved to action by her broker's insistence that she

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— Shah Haleem, REALM Realtors®, Agent

get out in the field, and by her family's financial needs.

Anita fondly tells the story of her first deal. "I was so scared, but I went out to the subdivision where I lived and saw a homeowner mowing his yard at his vacant property. I knew from watching and listening to other agents that if the grass was overgrown and the house was vacant, he possibly needed to sell."

She continued: "I got out of my car and chased him around as he was mowing and asked him, over the noise, if he wanted to list his house for sale. He said he did,

but he had already promised it to another agent who worked the area. I knew the Realtor® who worked the area had moved to another part of town. I gave him my card and told him if by some chance he could not find her, he should give me a try. He said he would."

The man eventually called Anita. The nervous rookie agent took listing forms to him, but she didn't exactly know what to do with them.

"I asked him if he would just sign the forms, and told him I would fill in the blanks and bring his copy back. He did," she said. Back at the office, her broker was shocked to see the client had signed the listing forms. "You must have a very honest face," the broker told Anita.

Anita went on to be an award-winning, top producer with this firm. Meanwhile, Neil struggled in deciding what to do professionally. He saw that Anita enjoyed real estate, and decided to give it a try.

In 1980, Neil got his license and joined a new company as its first agent. Soon afterwards, he accepted an offer to purchase one owner's interest. Anita later joined him, and a business partnership destined to flourish was formed. They succeeded against the odds and in a tough market, and they realized they had found their calling.

They eventually bought their own company and set up shop in the Bear Creek area. It was the "Ides of March" in 1983, and, they say jokingly, "one day before the recession started."

Lisa, then a University of Houston student, worked with them. She eventually left to train astronauts at NASA, but in the company's early days, Lisa became a licensed agent and broker, and made a significant contribution to getting the new family business off to a good start.

## KEEPING SUCCESS IN PROPER PERSPECTIVE

Success came to the Reeds in both business and civic life. Anita is particularly proud of the role she played to help start a charity luncheon for Realtors® in the Bear Creek area.

Anita and the office began a children's toy drive supported by Bear Creek Assistance Ministries. Their leadership role continued for three years. The drive became so large that Anita asked a local title company to help. Today, this company still runs the drive and gives proceeds to Bear Creek Assistance Ministries.

This event is now a part of the Houston Association of Realtors® (HAR) Luncheon in Bear Creek, a charity that hosts an annual Christmas auction.

"Today, I feel very good when I sit in that luncheon, knowing that I helped start this wonderful children's charity. I am more proud of this than I am of my success in real estate," Anita said.

The Reeds still enthusiastically support the event. They also put aside a portion of their business transactions for a general charity fund to use as needed.

These are a few among many examples that exemplify the Reeds' motto: "Good People Doing the Right Thing."

Through tough times and market slumps, they stayed in business for more than 15 years, then sold the franchise to their office manager and retired.

However, retirement did not last long for this active, hard-working couple. Responding to an idea proposed by a business colleague, they agreed to start up a 100 percent concept office.

This marked the birth of REALM Realtors®. The Reeds now own and operate Realm Realtors® on the West Side and Realm Realtors® North, and they plan to open an office in Austin. The agent who suggested they launch a 100 percent concept office still works with them today.

Staying true to their company motto, the Reeds are not driven to do better than others or make deals that benefit themselves but shortchange clients.

Neil elaborates: "We do not take every agent that comes along, and we do not keep every agent that joins us. We are proud of our 250-plus agents of all races, religions and nationalities. We are all one. We have no cliques. We don't have scoreboards on the wall that say: 'These are our top producers and you are not. These are our top listing agents and you are not.' We don't keep boards up that show Realtors® competing against each other."

Some new agents are recruited through advertising and e-mail, but their best recruiting tool is "word of mouth" — their

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— Sherry Mack, American Title, Closer

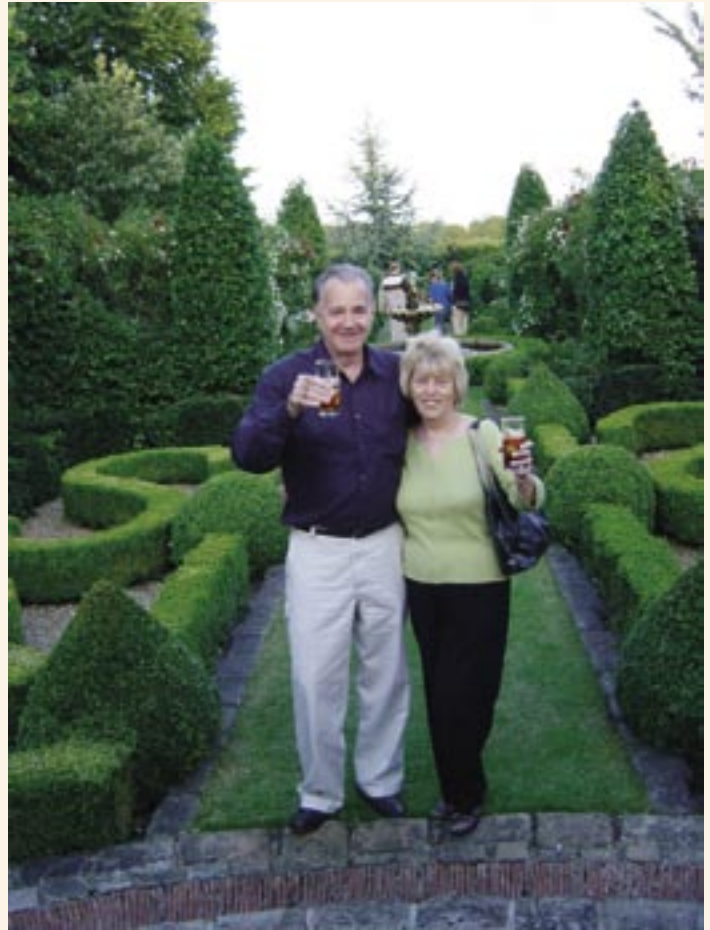


PHOTO PROVIDED BY THE REED FAMILY

**Neil and Anita love to travel! They are seen in this photo taken during a recent trip to Bedford, England at an estate garden party.**

agents encouraging others to come on board.

Their son, Eric, is now a Realtor® and a big part of their success. Computer talents he honed with Holland Chemical and Williams Communications now give REALM Realtors® a competitive edge. He has developed an exclusive intranet site that associates can use wherever there is a computer. The site features completed sample contracts, plus a link to a leading real estate trainer who answers associates' questions.

Neil credits Eric with helping REALM Realtors® become one of Houston's top 10 real estate companies.

"The computer systems he has put in place are the reason we have been able to manage our business so well. He is the future of REALM Realtors®, and hopefully, if they want to join him, so are his sisters, both very talented and well-trained in high-tech applications," Neil said.

The Reeds are supported by an impressive team, including Executive Assistant Lindsay Moeller and Administrative Assistant Monika Coleman. Also lending support are Patricia Hartline, a HUD and VA foreclosure specialist; Sunny Durani, an experienced commercial agent; and Virginia Carlton, a dedicated, highly acclaimed trainer with more than 30 years of experience.



PHOTO BY JOHN LEWIS

**The REALM Realtors® family is growing at a rapid pace! Come join them!**

REALM agents voice great trust in the Reeds, as well as appreciation for their top-notch training and technology.

“We have the best computers and the latest technology in our office — much better than any other company I have worked for,” said Agent Dreama Vallone. Agent Shah Haleem comments: “Anita and Neil have been very supportive and quick to respond to all my requests, ever since I started with REALM. In a timely fashion, they help you meet your expectations.”

“No matter what the question or what time of the day it is, the Reeds have been there for me and my clients,” said Agent

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—Judy Anderson, Duffy & Laroe Realtors®

Sheryl Prestidge.

Agent Pamela M. Doolittle adds: “They have state-of-the-art equipment for the office with a great intranet in place. The office is in a good location that’s easily accessible.”

## **FUTURE LOOKS BRIGHT**

Neil and Anita are forward-thinking people, and this has served them well in their business and personal lives. They stay current and change with new trends.

The Reeds recently expanded their main office space and opened a mortgage company in the same building.

They advise new agents to respect what it takes to be successful in real estate. That means putting in the hours, developing a plan and sticking to it.

The Reeds are very close to their three children and grandchildren, and they make the most of leisure time when it comes around. They enjoy watching sporting events, in person and on TV. Anita is an “expert” horseshoe pitcher, winner of a first place trophy at an HAR outing.

The Reeds enjoy traveling, and they’ve taken trips worldwide. They plan to return to Europe to visit Cheryl, who now lives in Bedford, near London, with her husband, Philip, and two of their boys. Cheryl and her husband own a London-based software development company. Cheryl’s oldest son, Justin, resides in Houston.

Lisa now lives in Colorado Springs, CO. She recently served as an investigator on the Columbia Accident Investigation Board following the loss of the Space Shuttle Columbia and her crew.

Whether it’s in business, family life or civic activities, the Reeds show clearly that “Good People Doing the Right Thing” is the most rewarding path to success. ■



**FOR MORE INFORMATION CALL OR VISIT:**

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