



## Proud Sponsor of Sequim Farmers Market

### Getting to Know Our Sponsors

#### BrokersGroup Real Estate

May 28th 2016

BrokersGroup has been sponsoring the Sequim Farmers Market for 6 years and what a win-win situation we created. As sponsors they have been present nearly every week we have been open for all of those years. Their community oriented business takes great advantage of this face to face opportunity of being at the market each week and the rewards are tangible.

Many houses have been sold to clients that were originally introduced to BrokersGroup at the market, in some cases the sales happened years later. The realtors take turns participating at the market. Patricia Parnell, the broker I interviewed on Saturday got her job by chatting with a BrokersGroup broker who was at the market, he suggested she look into getting a position with them. Now 6 years later she has enjoyed working for them and she herself comes to the market. Being at the market gives her a chance to put a face to the business.

BrokersGroup Real Estate was opened 9 years ago by owners Deborah Norman, Hazel Ault and Kaylene Byrne. They were all experienced local brokers and decided to reach out on their own to open an office. Now they have 9 realtors on staff.

Patricia Parnell was the broker I interviewed, she has been selling and managing real estate for a couple of decades. Previously she managed real estate in Seattle. She "retired" here until she came to the farmers market and met Neil Culbertson, a now deceased member of BrokersGroup, he encouraged her to come work for this small and cohesive business, so she did and she loves it.

She explained to me that BrokersGroup hosts an annual community BBQ's and as I am talking with her I begin to understand why. Along come a couple she sold

a house to, they are having her sell another property of theirs and they are best friends, it is hugs all around. She tells me that being in real estate is all about relationship because these people put their trust in you and they are making one of the biggest decisions of their lives. For Patricia, this job boils down to authentic caring for her clients and the annual BBQ is an expression of all the friendship that is built during the process of buying and selling homes.

BrokersGroup also hosts an annual event during Lavender Weekend, Jazz in the Alley. This event was started by Neil Culbertson, a great music appreciator. This is a great place to sit back and relax during Lavender Weekend. In Neil's memory the event will continue with Tracy Blume singing July 16th, 5:00 - 7:30 pm, there will be food and a beer and wine garden.

As for the market, Patricia says she and her husband used to come up to Sequim before moving here and they would visit the market, which is a story I have heard many times. Well, she loved how personal the market was. She described finding the vendors to be so friendly and personable. She also appreciated that the vendors make what they sell, that they are from the local area and are present to tell you about their products.

It is businesses like BrokersGroup that keep downtown Sequim vibrant. We at the market are very grateful for the continued working friendship with this civically minded business. Thank you BrokersGroup!

See you at the Market!



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