

TOP AGENT MAGAZINE

BETH ULRICH

When Beth Ulrich graduated from college in 1992 with a degree in real estate and finance, she quickly landed her first job as the assistant to a top-producing agent in Minneapolis. “I learned a lot from him, but after about six months, I knew I was ready to do the work on my own,” she says. By the age of 23, Beth was representing buyers and sellers in Minneapolis and the suburbs to the west. Soon, however, she became mom to the first of her four daughters and, in 1999, she stepped away to help raise her growing family.



Given Beth’s service-before-self attitude, people always come before sales. “It’s important to learn what people need and what their kids, family and lifestyle are like. We develop relationships and they come back.” She keeps in touch in various ways, including a newsletter sent every three weeks to people she has represented or who have inquired with her about a house. “And I love planning parties. I do a fall event and a big spring event at our country club.” She also plans an annual lunch for some special women. “They’re clients who are all widows; I call them “All my single ladies!” She doesn’t stop even if her work for a client is finished, making a point of visiting, checking in and sharing helpful reminders.

“I returned to real estate in 2012 with a construction project, selling high-end luxury condos until 2015 before going out on my own again,” Beth explains. Her team includes her eldest daughter as marketing manager plus their assistant. “It’s fun that my daughter works for me and that she entered real estate at the same age I did.” Shortly after forming her own business within Lakes Sotheby’s International Realty, Beth gained referrals, driven in part by luxury condo buyers who enjoyed working with her. “I also built relationships with agents who were further along in their career and were looking to scale back or leave the business,” she adds. “They refer clients to me and they make a referral fee, which is nice for everyone.”

Naturally, Beth also loves houses. She remembers paging through home magazines as a child, choosing her favorite features of homes. “I think I was meant to be in real estate,” she says. “And it’s not about trying to make a house fit a client, but making sure it is what works for them. When that happens and they find their perfect fit, Beth loves watching clients do a “happy dance.”

Beth spares no expense in marketing listings. “We hire a professional photographer for high-end pictures of every listing, from a \$250,000 home to a \$5 million condo.” Every listing receives the same quality photos plus a video, flyers to the neighborhood, marketing to the top 250 agents and to others in Beth’s network. “We stage if needed, using one of three stagers and even do things people don’t expect.” As part of her exemplary service trademark, Beth goes above and beyond for her listing clients — arranging and overseeing things like septic tests or cleaning services if needed. “And for listings like a \$5 million condo, I’ll create special events such as an art-show at the house in conjunction with an art gallery to bring in high-end buyers.”

Beth was thrilled to learn she ranked fifth in the state of Minnesota in 2017 with over \$50 million in sales and she plans to continue growing her business. “But I’m not going for #1,” she says. Her healthy work-life balance is more important than a massive business. Much of her interests outside work involve giving to specialized causes, such as a local recovery program for young people dealing with addiction. She is also a volunteer teacher at her church and delivers meals with Meals on Wheels. Her all-important downtime includes bible study, relaxation and family travel. “It’s so important to run real estate as a business,” says Beth. “It can’t run your life. If you’re structured and organized, you can be laid back and go with the flow, without stressing over every challenge,” she adds. “I love selling real estate and the great people I get to meet while doing it.”



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