

# TOP AGENT

MAGAZINE



TRACY MULLIN



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Tracy Mullin has the breadth of experience, the drive to serve others, and the customer-centered approach to be one of the most accomplished Realtors® in her region. This January will mark Tracy's twentieth year in real estate. "I'm so grateful for my career and for

my clients," Tracy says. "I've been very blessed in real estate. Twenty years in, and I'm still passionate."

Now a Realtor® and Principal Designer with the Kayland Group through Keller Williams Energy Real Estate, Tracy serves



Durham Region, Ontario, an area just outside of Toronto. For eighteen years, Tracy has been in a team leadership role, a position she deeply loves. Tracy runs a large team that includes her real estate partner, daughter, friends, as well as five newer agents who receive Tracy's attentive, top-notch mentorship. "I'm a firm believer in coaching new agents," Tracy says. "I want to provide more for new agents to help them be successful." Tracy's team has immense resources at its disposal, including design services and their own staging

department. Their team also includes a marketing strategist who deploys comprehensive and innovative campaigns to provide every listing with broad visibility. "We're proud to offer our clients many services and tools to help them buy or sell a home," Tracy says.

With her fierce dedication to both her clients and the professional development of other agents, Tracy is a true gift to the Durham Region real estate landscape. It is no surprise that Tracy's repeat client



and referral rate sits at 65%, a testament to her dedication, communication, and high standards of professionalism. Tracy is committed to her own growth as an agent, and has been in coaching with Richard Robbins International for almost her entire career. She has attended numerous trainings and professional development courses, including a Tony Robbins seminar that helped her build her strong Real Estate, Staging & Design brand. “I attend lots of conferences and courses, and when I hear what people are





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up to it inspires me to be a better agent and to offer better services," Tracy says. "I'm always reinventing how I do things and trying to find better ways to serve my clients and train new agents."

Tracy's dedication to her clients extends to how she keeps in touch, using monthly newsletters and prize giveaways to demonstrate her care and attention. For her twenty-year anniversary, Tracy is planning a big giveaway that will directly support local businesses. "I've always wanted to be like Oprah," Tracy says. "I plan to give away twenty thousand dollars' worth of prizes over twenty weeks. I want it to be big, memorable, and helpful for people. As I mark this milestone, I want to step up, give more, and show my gratitude for how well I've done."



Dedicated to her community, Tracy and her team are active supporters of Feed the Need, an organization that provides food to needy families. They are also steadfast supporters of local businesses, and regularly participate in food drives over the holidays. Recently, Tracy's team raised almost seven thousand dollars to provide families with holiday turkey dinners. When Tracy is not busy helping her clients or giving back her

time, she loves to visit her cottage, golf, and help others with the redesign of their homes.

Looking to the future, Tracy has no plans to slow down. "My passion is finding new agents who are a good fit for my team.," Tracy says. "We'll continue to bring on new people for coaching, helping them find their footing so they can go out and help others, too."

To find out more about Tracy Mullin,  
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