

# TOP AGENT MAGAZINE

## KAREN W. COOPER



Although she is now one of the most successful agents working in Northern Virginia, Karen Cooper got into the industry by chance. “More than 14 years ago I was working in the pharmaceutical industry. I was laid off and was considering finding a new career path. At the time, I was in the process of buying a home that was ‘for sale by owner,’ and I decided to try selling my home that way. I found out that I really enjoyed it, and thought that maybe this was the career I was meant to do. I decided to give it a try and it truly was a wonderful decision.”

Karen currently leads the Platinum Group Real Estate team at Pearson Smith Realty, a team of 16 highly trained professionals that serve the Northern Virginia market. Karen, who is a lifelong resident of Western Loudoun County, specializes in that county and offers her clients an in depth-knowledge that can't be beat. It's that high level of experience that has really made Karen one of the most in-demand agents working in her marketplace. “I have taken on so many roles in this industry, including my past years as a managing broker. It allowed me to be a real problem solver which is essential in this business. No two transactions are ever completely alike. I spent more than two years helping other agents get to the next level and was assisting them with any problems they might have encountered. It really honed my problem solving skills. Now I'm even more well-equipped to apply that to my own business.”

Karen and her whole team also prioritize relationship building. They don't want just one transaction, they are looking to make clients for life. “It always blows my mind to hear about agents who don't care to foster relationships. We always want to be a resource for our clients. When my client needs a house painter or a cleaner, I

want them to think of me. My whole team works together to implement our client care program. We keep in regular contact with past clients by sending them home-related service coupons and have monthly drawings every month where they can win fun prizes. We also hold client appreciation events several times a year, anything we can do to let them know we appreciate them, their referrals and their business.”

Karen is primarily a listing agent and she takes a comprehensive approach when it comes to marketing, ensuring that the properties are seen in the best light by the most possible potential buyers. “We hit as many avenues as we can so that the community at large knows the house is on the market. We do a ton of online advertising, social media and print media, as well. Of course the foundation for everything is a high quality, professional presentation. If that isn't top notch, it doesn't matter how much you do, the job won't get done.”

Family and community are at the forefront of everything Karen does. A mom of three, she is an active supporter of the local schools and youth sports teams. She is a lifelong member of Lovettsville Volunteer Fire & Rescue, and spent over 10 years as an EMT/Shock Trauma Technician. Karen is also the founder of Empowering Women in Real Estate, a group for women who are in or support the real estate industry, which currently has over 3000 members on Facebook.

After just one full year as a team, the Platinum Group Real Estate Team has already surpassed their goal of helping 200 families in 2016, and are looking to reach 350 families in 2017. “What we get to do as Realtors® is so rewarding. I love the challenges of this business. No two days are ever the same and I can truly say I look forward to going to work every day. Not many people can say that.”



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