

# TOP AGENT MAGAZINE

## CALA NEU

A true people person who loves to help others, Cala Neu has made great strides as a real estate agent in the Northwoods region of Wisconsin. Cala's interest in the industry was sparked when a friend who worked as an agent shared his story and convinced her to jump in. "My mom had also been encouraging me to try it, and that conversation just ignited something in me to decide to go for it," she says. After contacting a few local agencies, she quickly earned her license and hit the ground running as a full-time agent for RE/MAX. Having already obtained a bachelor's degree in Sociology with a minor in Human Behavior and Communication, she had a great foundation for a career that primarily involves working with people and understanding her clients' needs.

Now in her fifth year, she is showing no signs of slowing down. She recently started her own brokerage, Northwoods Realty, LLC, which has been well received in the community from the start. Born and raised in the Northwoods, she has strong connections to the area, and a growing portion of her business consists of repeat clients and referrals, a testament to her hard work and commitment to client satisfaction. Her clients looking to sell are thankful for her attention to detail and great communication. In a review, one seller recently mentioned, "From the moment I signed the listing agreement to the final closing day; Cala kept me informed of everything I needed to navigate the process. I was particularly happy of the detail and personal touches she put into the listing description and the pictures she included. It really showcased my home." She provides extensive marketing, promoting properties using a variety of methods including two multiple listing services, great online exposure, print ads, social media, and more.

"I'm a very honest and trustworthy person," she explains. "I like to make sure all the information is covered upfront, so people know what they're getting into." Not only is she dedicated to getting the facts to her buyers/sellers, allowing them to make the best decisions possible, she also guides



them throughout. "I am a happy, positive person and am always looking on the bright side. I try to remind my clients that if something doesn't work out, it wasn't meant to be, and when it's right it will work out. It helps eliminate the stress and I truly believe it."

Afterwards, clients love to spread the word about Cala's work. One recently said, "My wife and I live 4+ hours away from the properties we were interested in and Cala was always incredibly flexible and accommodating (even though she was driving 1-2 hours or more herself). Cala would show us

as many or as few properties as we wanted, as often as we wanted, and showed great patience in taking us back to the same properties multiple times over several visits while we worked out exactly what we wanted in a vacation home. Cala was also able to point us to trusted local contacts including: appraisers, contractors, inspectors, lenders, and more, which helped make the entire process nearly stress free. We had an incredible experience working with Cala, and would highly recommend using her for all of your Northwoods real estate needs."

When Cala isn't working, she stays active in the community as a member of the Chamber of Commerce and supports local businesses and events. She loves spending time with her family and an exciting recent addition, their first newborn son Tucker. She thoroughly enjoys the outdoors and the variety of recreational activities the area has to offer especially hiking in the woods or boating on area lakes as well as photography and gardening.

Looking ahead, Cala hopes to bring on new agents to her brokerage while maintaining exceptional customer service. "No matter what we do, I want Northwoods Realty to be synonymous with great service to our clients, and I want to be known for helping people while making it a positive experience. I love the Northwoods and am grateful for all the wonderful people I get to meet. It is very fun and rewarding to be able to help people achieve their dreams."



**NORTHWOODS REALTY**

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