

Being an ambassador for your community is a core strength for real estate professionals.

The **Street Cred** project was launched to highlight those who take it to the next level.

By Meg White

InCredible Locals

Virtually every real estate professional has local knowledge above and beyond the ordinary. Part local historian, part zoning and development nerd, part community calendar, you are a treasure trove of information about your neighborhood. As experts on what's happening in your communities, whether it's what time the farmer's market opens or when that large corporate relocation will happen, real estate pros are passionate evangelists. You've got "street cred," so simply by sharing your excitement about what makes your home town an awesome place to live, you convert outsiders as well as long-time residents. To showcase this hallmark of great practitioners, REALTOR® Magazine teamed up with home buyer education platform Doorsteps and launched the **Street Cred** project. The result is a growing series of profiles that offer lessons and inspiration from those most deeply rooted in the places they work. To read the full stories, or to submit your own story, check out realtormag.com/streetcred.

Don't miss out November 30 is the deadline for submitting entries to the **Street Cred Video Contest**. To enter or to learn more about the rules and prizes, check out realtormag.com/sc-contest. There's still time to get yours in

Joy Riley produces 1-minute videos that showcase distinctive living spaces in her town's neighborhoods.

"With the city's concentration of industrial and multiunit properties, I was inspired by the adaptive reuse of these properties into residences, artists' live/work spaces, and small business spaces.

I love being a part of preserving our landscape while restoring and adapting space to meet our community's needs."

Joy Riley Broker-owner, Westcott Properties, Providence, R.I.

Chad Thompson is involved in civic organizations, bike-friendly initiatives, and special events that promote his neighborhood.

"As the only REALTOR® at these events, I got to know businesspeople in different industries that have a lot of the same challenges I do. These other professionals are always asking me, 'How's the market doing in Broad Ripple?'"

Chad Thompson Broker, Carpenter, REALTORS®, Indianapolis



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Marki Lemons-Ryhal uses location-based social media to showcase her local knowledge and to make community connections.

"There are more mobile devices on Earth than there are people. Foursquare check-ins connect me to the community and to business owners. People share, like, retweet, and comment on my posts. I have closed transactions as a result of check-ins, not to mention getting discounts, bottles of wine, and a free loaner car for a week."

Marki Lemons-Ryhal Broker-partner, Keller Williams Realty CCG, Chicago



Brian Gabree created the "Canoe to the Zoo" event to draw attention to a fun feature of his often-overlooked neighborhood.

"I've learned a good bit of history of the area from community leaders. So now, when showing people North Shore, I can fill in the story. It's more than just showing homes... It's a sense of belonging and pride in a community with a cool background that has so much to offer."

Brian Gabree Sales associate, Third and Main Realty, Jacksonville, Fla.



Sharon Steele found that promoting area businesses online helped establish her as a go-to resource.

"The more generous I am in sharing, the more I personally benefit. When I started in real estate, social media was just a free platform for me to get the word out. Now there's not a business in town I don't know, and my connections have really made a difference. When you go to sell a house, you're also selling the town."

Sharon Steele Sales associate, Coldwell Banker Residential Brokerage Westfield West, Westfield, N.J.

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