

With a client-first mentality and more than 15 years of residential sales experience, Cathy Maxwell has developed a reputation for delivering exceptional results. Cathy is one of the highest

Beginning her career in the Transportation/Logistics industry, Cathy honed stellar business negotiation skills early on and it quickly became a strong foundation for her continued success.



regarded Kansas City area Realtors due to hard work, a fierce dedication to unmatched client service and strong negotiation skills.

"Owning my own company and going through the process of negotiating the sale to a large national corporation, gave me the edge I needed to excel in real estate.



I loved doing what I did, but it came to a point where I was traveling non-stop and my family had to come first. My then Realtor, Jo Ann Weber said to me one day, "Cathy, you would be amazing in real estate, would connect with local families. Give it a shot." So I went for it!"

And "went for it" she did — nothing obstructed the way of producing \$5.5 million her first year of business. Cathy laughs and recalls a conversation with Weber after that huge milestone. "We were at lunch one day and she patted me on the hand and said gently, "Oh, don't worry, someday you will reach 10 million in a year." She took that challenge and never looked back. In 2016, she closed over \$16 million in sales.

Cathy hasn't stopped since. In 2014 she was the #1 ReeceNichols agent and

in the past 10 years made the top 5% in Kansas City. When asking her "secret to success that first year" she said matter-of-factly, "I come from a business background and I believe it made a dramatic difference if you know business and have a good understanding of the process, you're ahead of the curve. But even more importantly, I never made it about me, it's always been about my clients." Maxwell speaks very highly of her support at ReeceNichols and says they are the "best of the best" when it comes to training. "If you are a new agent, the support they give is amazing. It's a wonderful training program."

It certainly shows. Clients seek out Cathy for her breadth and depth of experience, knowing that some aspects of real estate are only truly understood with deep experience and knowledge of the quickly changing industry.

Honesty is also a big part of how Cathy does business, noting that clients appreciate her candor and "tell it like it is"



mentality. "More recently, market activity has dictated we be even more proactive about communicating the message concerning the Kansas City market, working with our sellers to stay in front of changing conditions is the key."

Clients also compliment Cathy on her



compassion and ability to prioritize finding a long-term solution over making a fast sale. "We take the same time to develop a thoughtful, effective strategy for all our clients, regardless of price point," says Maxwell. "It is important to me to provide excellent, personal client care. This is the

Cathy does not only work with sellers. She also works closely with buyers, previous clients, referrals, and investors. "They can be relocating from state to state, investing in another home or downsizing," she says. "I'm happy to work with them and to help them achieve their goals."

At ReeceNichols, she partners with a diverse group of buyers and sellers, but treats every client to the same high standard of service, regardless of their budget or criteria. "My clients deserve to have me working for them all of the time," she says. "I always tell them that I may not be working every hour of the day, but I'm nevertheless working every day."

"I'm excited about what the future holds," she says, "and I'm thrilled to know my career means I'll play an integral role in helping people achieve their real estate goals." ■



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