



# Luxury Home Specialist

## SHARON G. AUBUCHON

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Top agent with RE/MAX Premier Realty and Luxury Home Specialist Sharon G. Aubuchon had not anticipated a career in real estate but when reviewing her impressive career trajectory, it is eminently obvious there are a multitude of factors that play a role in her impressive level of success in the industry.

To say that Sharon G. Aubuchon's former career experience sharpened her talent and created the framework for her success as one of the nation's top agents would not in any way be an exaggeration. Having entered the corporate world right out of college she swiftly moved up the ranks of a Fortune 500 company. In that time, she learned some of the most valuable tools she uses today, such as skillful negotiation, and the art of holding a deal together.

"You can, and probably will hit obstacles before the close of a deal.

My core strength is knowing how to aggressively negotiate to keep those deals from falling apart. I'm not going to give up or let anything fall through the cracks. I stay in the fight as a true advocate for my clients," she shared.



Her passion for the industry is evident, having sold over 100 million dollars in homes and received many notable titles and awards. She is the Top RE/MAX Agent for the State of Kansas 2016-2018, in the top 1% of agents in the Kansas City area and in the top 3% of agents nationwide. She was additionally voted Best of KC 2015, 2016, and 2017. She is a member of the Institute for Luxury Home Marketing and is a Certified Luxury Home Marketing Specialist, and Real Trends Top 500 Agents Nationwide 2019, among many other notable achievements.

Intelligent, honest, and dedicated, Aubuchon has developed a sterling reputation as a consummate professional and formidable player in the real estate industry.

When asked how her corporate experience adds value to her clients,

Aubuchon grew thoughtful and replied, "Anyone can take a three-week course to become a real estate agent. Anyone can list a property in MLS. Every agent takes pictures and can stage homes. Today buyers and sellers want and expect more when it comes to



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high-end transactions. That is especially true in the luxury real estate market. They want to know that their transaction is being handled as skillfully and competitively as any high-stakes deal in the corporate world." As a previous VP of Sales and General Manager for a Fortune 500 Technology Company and former business owner, Aubuchon has those skills. (Did we mention she was the Clothing Sponsor for the Kansas City Chiefs Ambassadors when she owned her own business? That's a pretty big accomplishment. She has accompanied some of our legendary players on the field prior to each game including Walter White, Bobby Bell, Art Still, Dave Lindstrom, and the list goes on. She remains a strong fan with 6 season tickets as a 15-year season ticket holder.)

Aubuchon's knowledge and expertise are key to achieving her unparalleled results that get sellers top dollar and buyers the best deal in the high-end market. Luxury homes are unique and require a one-of-a-kind strategy to engage potential buyers by preparing the home to effortlessly transition from initial marketing measures to "sold." To do this, Aubuchon stays intimately involved from beginning to end, working with a select group of professionals, attending home inspections, meeting appraisers, and working with contractors.

"I have sold many luxury homes, and there are not a lot of \$1 million buyers, therefore, you have one shot to do it right to make sure the seller gets a strong return on their investment through the sale of the home," remarked Aubuchon. "The Luxury Market in KC starts at the \$500,000 range; most people are shocked by that. We are not CA or NY."

Aubuchon holds a degree in Business Administration and Marketing at Park University and has combined her technology skills to ensure the marketing of a luxury home is successful and prepared to meet and exceed expectations achieving top dollar for sellers and the best deal for buyers.

"Marketing is key," remarked Aubuchon, "and I capitalize on various components to ensure the sale of a luxury home is successful." Aubuchon covers all bases to generate the greatest interest for her client including extensive "premarketing" to pique interest and generate excitement.

Aubuchon's marketing strategy includes a nonstop whirlwind of activity, reaching out to other agents, running ads in select magazines, and boosting promotions on all social media. She hosts agent tours and open houses and provides her turnkey services which include getting the house live, selecting paint or planting flowers. Her objective is to do whatever it takes to guarantee the seller gets a strong return on their investment through the sale of the home.

While clients appreciate Aubuchon's skill, they feel they can instill their trust in her because of her proven integrity.

"I am really fortunate to have been raised by wonderful parents who instilled in me the value of hard work and honesty. You can be great at what you do, but if you can't back that up with every ounce of your integrity, you have nothing." ■



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8109 E 201st St, Belton ~ \$799,000



FOR MORE INFORMATION

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