



News Release

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Austin #1 City for Growing Businesses: Women Leading Real Estate through Innovation.

Why aren't there more women in leadership roles in the real estate profession and why was Austin selected as #1 City for Growing Businesses?

Austin, TX, April 24, 2013 – Women are taking on new roles in leadership and in business, all supported by a recent article in [Inman News](#) by Teresa Boardman, who helped shed insights into answering this question, a report by Caliper and an article in MarketWatch that named Austin as "[#1 U.S. City for Growing Business.](#)"

Real estate hasn't always been a woman's world, nor has business; but today strong, independent, innovative, and outspoken women are leading every aspect of business and real estate. Women, historically, have been involved in real estate from the early days in 1794, not as agents or brokers, but merely in clerical roles. Internationally, women brokers are beginning to dominate the residential real estate market, while real estate related companies, such as Trulia, Zillow, Inman News, the National Association of Realtors, and many others are still dominated by men.

One Austin REALTOR®, [Shannon T. Schmitz](#), along with the intellectual, insightful, and dedicated team of Morgan Smith and Kimberly Montonati, are challenging the status quo of such male domination and are changing real estate on a local, national and global scale through their leadership of the [Shannon Schmitz Group](#) at Austin Portfolio Real Estate of Keller Williams Luxury Real Estate.

"Successful and strong leadership is marked by being persuasive, inclusive, and able to freely share information," commented Shannon T. Schmitz of the Shannon Schmitz Group, "along with being willing to take more risks, solving problems systematically, and when needed ignoring rules and existing 'norms' for operations in favor of innovation."

[Teresa Broadman](#) was quoted in the Inman News article as saying, *"I love the freedom that I have as a real estate agent to be myself. It is amazing and liberating. I can be creative, smart, empathetic, nurturing and authoritative without penalty. I can swear when appropriate and wear two pairs of glasses when I want to."* Her statement was further empowered by the Caliber report, which stated, *"The difference in leadership styles between men and women starts with listening. Not just listening to form your answer, but really listening, learning, reflecting, then implementing a plan that incorporates the best of everyone's ideas. ... Women leaders are more likely to ignore rules and take risks. They were also significantly higher in their levels of urgency and risk taking. And they have very high scores in abstract reasoning."*

Leadership in every aspect of a business involves learning from the past, really listening to the needs of clients, and discovering and implementing new, innovative, and often thought provoking ideas and turning those ideas into firm business plans.

"The major difference of our leadership is firmly established within our individual strengths and our abilities of team-building and decision making," stated [Morgan Smith](#), managing partner with Shannon T. Schmitz of the Shannon Schmitz Group. "These strengths allow us to weigh in on objections and concerns and then address them effectively through our own points of view, which often leads to clients and business partners feeling more understood, supported and valued."

The Shannon Schmitz Group recently announced one of their more innovative marketing tools at the Keller Williams' Luxury Real Estate convention in Las Vegas, Nevada. "[LuxUre](#), our new and creative magazine, is devoted to reaching luxury and executive level home buyers relocating to the Austin area from [New York](#), California, and other countries." commented [Kimberly Montonati](#), Buyer's Representative, Relocation Specialist, and Leasing expert for the [Shannon Schmitz Group](#). "Along with LuxUre, we're really excited to be developing new websites with Lifestyle searches and an easier MLS search,

Shannon Schmitz Group at Austin Portfolio Real Estate, KW Luxury Homes International
1611 W. 5th Street, Ste 100, Austin, Texas 78703 USA
O: 512-794-6704

which aren't on most websites, as we're more concerned with ensuring our clients buy homes that suit their lifestyles than merely selling a home in a particular neighborhood."

Four new websites will soon be launched by the [Shannon Schmitz Group](#) with domains names that titillate the senses like **AustinHipZip** and **TheArtofHomeBuying**. Along with leading new concepts in website development, they are leading Social Media through their own proprietary system for [Social Media](#) that is based upon the psychology of personal interactions, of color, of images, and upon the development of deeper complexities of everyone involved in Social Media. Their Social Media system has led to an increase of engagement of over 400% since its launch in January and is now branching out to include more specific Facebook Pages, [Google+](#) Pages, new [Twitter](#) accounts, and stronger professional interactions on LinkedIn.

"Women leaders are more likely to ignore rules and take risks. They were also significantly higher in their levels of urgency and risk taking. And they have very high scores in abstract reasoning." from the [Caliper report](#), "The women leaders are more likely to push back when they are overly bound by regulations and rules, engage in more risk taking and come up with innovative solutions." And that is exactly what [the women of the Shannon Schmitz Group](#) are doing - ignoring established rules, taking risks, and creating innovative solutions all from our abstract reasoning and women's intuition.

"This is only the beginning and we're constantly looking into new areas and connecting ourselves with the people and tools that will help us lead Austin and real estate in general." resounded the enthusiasm of [Shannon T. Schmitz](#), "and we're all committed to not only leading in business, but also leading in civic and charitable activities, as every leader has a responsibility to help others."

Contacts:

[Shannon T. Schmitz](#),

Realtor, CLHMS, Platinum Top 50, Who's Who in Luxury Real Estate
Shannon Schmitz Group at Austin Portfolio Real Estate, KW Luxury Homes International
1611 W. 5th Street, Ste 100, Austin, Texas 78703 USA
Office: 512-794-6704 | Mobile: 512-426-9069
Shannon@ShannonSchmitz.com

Media Contact for the Shannon Schmitz Group at Austin Portfolio Real Estate
Sebastian Barrett St. Troy, Creative Director
1611 W. 5th Street, Ste 100, Austin, Texas 78703 USA
Mobile: 512-964-2080
webmaster@shannonschmitz.com

About The Shannon Schmitz Group at Austin Portfolio Real Estate

Mastering a Fine Art takes time, devotion, skill, and commitment. Shannon T. Schmitz has shown such mastery and has elevated real estate into a Fine Art form. Our philosophy is to provide our clients with service that is uniquely tailored to their needs, not a generic approach! [Shannon Schmitz Group](#) is a team of dedicated, professional, and hard-working Realtors and creative support staff providing the utmost in service to our clients for buying or selling real estate in Austin and the surrounding [Texas Hill Country areas](#), including [Spanish Oaks](#), Bee Cave, Lakeway, Lake Travis, The Hills, West Lake, and the famous Austin zips of 78703 and [78704](#). Information about LuxUre can be found at www.austinluxurelocation.com. Shannon is an active member of the [Institute for Luxury Home Marketing](#) and has been awarded the Certified Luxury Home Marketing designation. Shannon was previously on the Board of Regents and member with Who's Who in Luxury Real Estate, and will soon celebrate her renewed inclusion into this prestigious group. For more information about Shannon T. Schmitz, visit www.shannonschmitz.com. Shannon was also a nominee for the [Austin Business Journal's 2012 Profiles in Power - Central Texas Women of Influence](#), which promotes Austin's most influential women.

About the National Association of REALTORS' Women in Real Estate

According to the National Association of REALTORS' the majority of REALTORS® (60%) are female. 18% of members had a previous career in management, business or the financial sector. The National Association of REALTORS' total membership for March 2013 month end was 968,882 with 46,631 in Texas. (581,329 women, 27,978 in Texas). More details about NAR's Women in Real Estate can be [read here](#). Even NAR's 2013 Leadership Team is composed of mostly men with only one woman.

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