

NASHVILLE

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INFORMING AND INSPIRING REAL ESTATE AGENTS

Nashville Real Estate
Women of Influence



Celebrating International
Women's Day

Photo Credit: Adam Sanner & Readylight Media

MARCH 2019

“
**BEHIND EVERY
WOMAN
IS A TRIBE
OF OTHER
SUCCESSFUL
WOMEN WHO
HAVE HER
BACK.**



» behind the scenes “

**SURROUND
YOURSELF
WITH PEOPLE
WHO ARE
GOING TO LIFT
YOU HIGHER.
—OPRAH**





Photo Credit: Adam Sanner & ReadyLight Media

ERIN KRUEGER

What are some of your biggest accomplishments in the last 12 months?

I set some really big goals for my team and we completely smashed them in 2018. I think it comes down the surrounding yourself with really good people. My team is a group of nine women who are real estate rock stars, but most of all incredible people. We make each other better each day. On a personal note, my husband and I built a custom home this year. I drew the home on a napkin over six years ago as my dream home. At the time it was a goal to have one day. It was a fulfilling to see the home come to fruition and know that we picked out every detail.

How have you surprised yourself so far in your career?

I never thought I would be able to sell hundreds of homes each year. However, once my team started taking on a lot of business, we put system and process in place to be able to grow the business even more.

What is your morning routine? Do you have a nighttime routine?

Up by 6 a.m. each day. I love the quiet time in the morning before my phone starts ringing. This allows me to plan for the day and focus on the tasks ahead. At night I try to read a few chapters of the latest book.

How do you balance life and work responsibilities?

I am a work in progress. Over the years I have gotten a lot better with balance. Adding more team members to help with the workload and delegating has allowed me to disconnect and create more balance in my life.

What blogs, resources, podcast or influencers have helped you?

I love to read. We have a book list on our team which is great to see what everyone recommends. I listen to podcast when I am on the road between appointments such as Bigger Pockets and Top Agent Playbook. I also love listening to the podcast from Rachel Hollis.

What's a very practical tip for women just starting their real estate career?

You need to treat your career as a business from day 1. Know how much money you are spending and taking in.

What's your #1 productivity tip?

Time blocking. You need to focus and get stuff done. There are so many distractions between the phone calls, email and social media. You need to shut it all off and focus on the task at hand.

What is it like to be a businesswoman in 2019?

Empowering. We are able to be an integral part of our clients largest financial purchase. I also love that I created a business where I work daily with other strong women on my team.

What woman inspires you and why?

I love self-made businesswomen like Sara Blakely and Bethany Frankel. I was at a conference recently and loved hearing their approach to business. Bottom line is that there are no shortcuts, you need to put the hard work in and surround yourself with good people. These women are self-made, believe in themselves, have confidence and an incredible work ethic that has resulted in success.

What do you think is the most significant barrier to female leadership?

A barrier to leadership in general, regardless of gender, is hard work. So many don't want to put the long hours and years in to build a business and the clientele. Nothing happens overnight. It's like they say, "the harder you work, the luckier you get."