



## Elite squad

Bill Belichick notwithstanding, Preben Christensen and his wife, Mary, are New England's top team leaders. 1C.

## New England's top team succeeds in 'center of doughnut'

By Keith Miller  
RE/MAX Times Associate Editor

NORTHBORO, Mass. – The relationships that Preben and Mary Christensen have with each other, their team, their community and the RE/MAX network have vaulted the duo to the top of their field.

The nine-member group they lead – “The Christensen Team” – has been the No. 1 team in the RE/MAX of New England region for two years running. A fixture in the RE/MAX Top 100, they placed No. 36 among U.S. teams in 2003, when they closed 194 transaction sides for \$74 million in sales volume. They are on a record-setting pace in 2004, with 161 sides and \$67 million in sales through July.

The team accounts for a 13 percent share of the market they concentrate in, contributing to an overall 45 percent market share for their office, RE/MAX First Choice. The brokerage has been the region's top firm for 12 years.

The Christensen Team serves six towns of about 15,000 people each, roughly 40 minutes from Boston. The area is a hub of activity, says Preben, a RE/MAX Chairman's Club member and Lifetime Achievement Award recipient.

“The area has experienced tremendous growth over the past

10 years because of its central location,” he says. “I tell people we're in the center of the doughnut. Within an hour you can be in Boston, at the beach, on Cape Cod, in the mountains, or in the New Hampshire lakes region.”

### Wide exposure

The Christensens advertise in local and regional newspapers, and send postcards to their client base.

The team's Internet site – [www.HomeInMass.com](http://www.HomeInMass.com) – also draws considerable traffic. This year they began using virtual tours with much success.

“The virtual tours work well,” Preben says. “We include photos and text on the towns, schools, events and country clubs. The approach gives people a good overview of the property and the entire community.”

Mary, a RE/MAX Platinum Club member, and Preben both grew up in the area, and in real estate households – both of their mothers are in the business.

“We each grew up in a family where real estate was discussed at the dinner table,” Mary says. “From the beginning, we were involved in real estate on a constant basis. It's always seemed fun to us.”

The two began their careers with local companies that were absorbed by Coldwell Banker.

### TOP AGENT



IN FRONT: Preben and Mary Christensen lead by example.

That's when they started dating. They forged long-term relationships in both their personal and professional lives with RE/MAX – they joined RE/MAX in 1991 and were married three years later.

“Both relationships – with RE/MAX and with Preben – have been rewarding,” says Mary with a chuckle, adding that their 7-year-old daughter, Erica, is their pride and joy.

### Local roots

Like the Christensens, the other team members also hail from the area. The group includes Mary's brother, Mike Mathieu; her mother, Lee Mathieu; husband-wife partners Tim and Mary Foley; Rob Smith, Joanne Mallozzi and Beatta Kinz.

“Although we all grew up in the same area, we all know different people,” Mary says. “The situation allows us to get our name out and increases word-of-mouth advertising.”

“We're often the center-point for our clients after the sale,” Preben adds. “We know good plumbers, electricians and mortgage brokers. We can point our clients in the right direction for all these services.”

The team leaders provide support for the members with one full-time and one part-time administrative assistant, Internet and advertising exposure and the recognition that goes with the Christensen Team name.

Preben and Mary pay close attention to every team member's needs.

“We try to be available to them at all times,” he says. “We've built strong relationships with all of them.”

### To Contact

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