

CAROLYN STANGL & KIM KNOEPPPEL

of the COLLECTIVE, Realty Executives Integrity: Sharing Their Love of Cedarburg with Future Home Buyers



By Aimee Mae Wiley

How long have you been in the real estate business, and what brought you into this line of work? Also, how did you team up together?

Carolyn: I started in 2007, as the market was just starting to bottom out. I had spent many years in event planning and catering management and felt I was well-equipped to deal in real estate.

Kim: I joined Carolyn in 2011. My background was in corporate sales, and then I stayed at home when my kids were younger. After moving to Wisconsin from Illinois in 2007, I saw an opportunity to "flip" a starter home in downtown Cedarburg with a friend. With the help of my agent, Carolyn Stangl, we were successful in purchasing and selling it quickly. That was the beginning of a beautiful friendship which then turned into a partnership!

What strengths do you each have that make you a successful team?

Kim: Throughout the years, we have found our yin and yang with each client. We each realize that one of us may click better with a client, so one of us takes the lead on that transaction, while the other agent acts as support. We never have the same day or deal twice, which is what really makes it exciting and challenging. Real Estate can get emotional, as this is the biggest financial decision in most people's lives, and we take that seriously. Our main goal is to find the right fit for everyone. We have had buyers that have looked for homes for years without success, but sticking with them and finally finding them the right home is what makes us happy!

What is the philosophy behind how you do business in our community?

Carolyn: Since we both are actively involved in our community and in our schools, we know Cedarburg and the surrounding areas very well. We live here and we love it here, so having those roots and networking connections allows us to match up buyers and sellers in a way that makes everyone happy! Fortunately, we have many tools at our disposal with technology, the internet, social media and personal networking which allows us to reach those looking to make Cedarburg home – and deliver a superior customer service experience while we are at it!

What do you enjoy most about your work?

Kim: Our favorite part of our job is introducing a new family to everything that we love about Cedarburg, seeing them settle into their new home, and then finding them years later totally immersed in the community and gushing about how much they love it! That's when we know we have done a good job—spreading the Cedarburg love!

Do you have a special message to share with our community?

Carolyn: We love where we live. This is such a wonderful community!! The small town feeling you get when you always happen to see someone you know and you are greeted with a smile is just the best! It's not something you find everywhere, which is what makes this town so special.



How do you make your work rewarding, both for you and your customers?

Kim: We try to always take a step back and realize that, in the midst of the stress and craziness [of real estate], at the end of the day both sides want the same thing. The buyer really wants to buy that house, and seller does want to sell. Even though we may seem to be on different sides, we really are all working toward the same goal. Real estate deals can get extremely treacherous, and as agents we need to keep our calm with all parties, and sometimes just tell everyone, "Let's take a short break," or "Sleep on it, and we'll talk in the morning!"

Tell us about yourselves and your families (kids, pets, hobbies, involvement in the community):

Carolyn: I am married to Paul, and we have three children at St. Francis Borgia, two dogs and a hamster. I am the immediate past president of the Ozaukee Realtors Association, and I have been actively involved with Cedarburg Junior Woman's Club for nine years, serving as president with CJWC, as well.

Kim: I am married to Chris, and we also have three children: one in college and two at Cedarburg High School, along with one dog, two cats, and a tropical fish family. I recently wrapped up a three-year term on the board of the Cedarburg Boosters Club.

Do you have any news you'd like to share with us?

Kim: We recently made the move to Realty Executives Integrity in Cedarburg to continue to grow our business and serve our clients better! We also hired a Client Care Coordinator, Emily Neuser, this fall, which will allow us to keep tabs on everything that is happening in our business and provide an extra layer of support for our clients. One of our main goals as agents is for our customers to let us handle all the details; that's why you hired us!