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A Marketing-Focused Real Estate Firm

The Sam Winter & Co Real Estate team includes two full time employees and five independent contractors. Pictured: front seated (l-r) Virginia Bender and Erin Graves. Standing (l-r) Onyabo Monagoe, Jeff Nelson, Owner-Sam Winter and Jennifer Cooley.

Sam Winter always knew he'd go into real estate. His mother worked in the business for 37 years, retiring as general manager of Roberts Brothers Inc. in 2014.

He also knew that he wanted to be an entrepreneur. So after starting his career with Roberts Brothers in 2004, Winter started his own firm, Sam Winter & Co. Real Estate, in 2013. He was inspired by Simon Sinek's book *Start With Why* and fueled by an innovative idea.

"My thought was that I wanted to create a new real estate brokerage model: a marketing firm that sells real estate," Winter said. "I realized that if I could create a company that had all the same components as a marketing firm, I could offer an upscale approach to marketing real estate.

"We focus not only on the properties for sale but the areas of the city, the neighborhoods

and the great quality of life that Mobile has to offer. People today are buying lifestyle and experiences as well as an address."

Sam Winter & Co. Real Estate is the Mobile Area Chamber of Commerce's Small Business of the Month.

Winter started his company as a one-man show in 2013 and now employs two full time employees plus five independent contractors, with plans to add a couple more at the office, located at 660 Springhill Ave. The company has remained small on purpose, focusing on one-on-one attention for the client. Winter believes a recent move downtown will benefit the firm and its progressive, turnkey approach to real estate.

"When an owner contacts us to market their property we have a team of marketing experts who assist with getting the property in front of the right

buyers," Winter said. "This type of model attracts buyers who are very knowledgeable and in tune with the market and value trends."

Since becoming an agent in 2004, Winter has closed more than 400 real estate transactions and earned the Council of Residential Specialists designation, the highest professional designation in the residential sales field.

He said his mother was "very influential" in showing him how to build a successful career in the field. "She inspired me, and many others in our community, to strive for utmost integrity, to be a full-time real estate agent and to be professional in every sense of the word," he said.

Winter, a Chamber member as an individual early in his career, said one of his first steps after striking out on his own was establishing Chamber membership for his new firm.

"The Chamber membership is key for my business," he said. "Participating in 'business to business' events is really rewarding – both in being knowledgeable about services and products available right here in Mobile and in supporting the Mobile economy."

Winter is also involved in several other civic organizations, including the Lions Club of Mobile, Rotary Club of Mobile and Mobile United, and he and his company have contributed to many others.

"I feel like community and civic involvement should be everyone's second profession," he said. "As Winston Churchill said, 'We make a living by what we get, but we make a life by what we give.'"

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