

By Gina Branch, I.R.E.S., ABR

My husband Tom and I are The Branch Team of RE/MAX Dallas Suburbs. There are many married couples selling residential real estate, but Tom and I are very unique. Our strengths are truly complementary, so while he is very tech savvy and knowledgeable of real estate law, I'm stronger in marketing and communications. Our personalities are different as well, so I think it gives us an advantage when meeting prospective clients.

Tom and I formed an independent real estate brokerage in 2005. I joined Tom full-time in 2007 after being laid off from my corporate job. Together we supervised 35 agents over several years. Unfortunately, this meant we spent more time on the business rather than in the business. So in 2009, we decided to park our brokerage under the RE/MAX umbrella and go back to selling real estate, which is what we both love.

Our decision to work together was an easy one. We're super compatible, and together I felt like nothing could stop us! We've written two books together and we often speak publicly together. However, that doesn't mean every day is champagne and roses. When we get super busy and the stress of the business is bearing down, we can get on each other's last nerve. Luckily, at the end of the day, we can apologize and move on. The pros of working together far outweigh the cons. Being our own bosses allows us complete flexibility with our time and unlimited earning potential. It's nice to be able to take a vacation whenever we want to or go to the movies on a Tuesday afternoon when no one else is there. It also allows one of us to be home when our teenage daughters get home from school.

We have a large office in our home that we work from. This makes it difficult to separate business life from home life. We integrate the two sometimes as we introduce our daughters to the business, but I have to have separation. I'm much better about walking away from the office at 5:30 than Tom is. I have to make a mental break and spend time with the girls and the dogs. Personal time is harder to come by, but I do take time for hair and nails and an occasional girls' night out with friends.

I really believe working together has strengthened our marriage. We enjoy each other and feel lucky to be able to work together. We undergo the same job stress, so we can totally relate to what the other one is going through. We often share stories and commiserate over a glass of wine at the end of a rough day. We celebrate our victories together as well, realizing it will take both of us to achieve an even higher level of award-winning success. Maybe it's best summed up by one of our past clients, "You are a great team and really balance each other with both strategy and execution – a real winning combination!"



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