

TOP AGENT MAGAZINE



Katie Wethman

Ten years ago, Katie Wethman, MBA, CPA was disappointed to learn that the REALTOR® who had helped her buy her first home had retired. As a result, Katie, who had spent 15 years as a successful CPA, investment banker, and business consultant decided to earn her real estate license for use in buying her second home. “I took the classes for my own education, but in truth I was burned out on consulting and I was planning to take a bit of time off,” she says.

However, a coffee date with a friend, who also had a background in finance, but who had transitioned into real estate, would lead Katie to consider real estate as a full time career. “A lot of what he said made sense, regarding my background, and how I could use it to help people. We have a highly educated market in Washington DC, and I knew I had never wanted a salesperson to sell me my home. I wanted to be taught about real estate. That’s how it is in D.C., people want to learn,” Katie says.

With her license in hand, Katie began educating others immediately. She taught countless classes for first time home buyers through businesses, law firms and colleges. “I found teaching really satisfying. People were really hungry for this knowledge.” In addition, teaching served to provide a loyal client base, enabling Katie to venture out on her own within just a few years. “Even those in my classes who didn’t buy then, referred me to others,” she says.

By her 4th year in real estate, Keller Williams had opened an office in McLean, and Katie saw the perfect opportunity to begin growing her own team. She soon hired her first assistant, which she claims was transformative in the growth of her business. “It is scary to hire someone, because they get paid whether you do or not,” she chuckles. “But hiring a great assistant helped me to quickly earn new business.”

Today, the Wethman Group includes 2 full time administrative staff and 2 buyer’s agents, in addition to Katie. Last year the team closed more than \$30 Million, with the overwhelming majority of business stemming

from referrals and repeat clients, who return to Katie on account of what she calls her “neutral stance.”

“I’m not there to sell a home. I’m there to help people make the right decisions at the right time. I am there to let them know what is happening in the neighborhoods, and in the markets. I am forward thinking because this is a huge investment.”

To that end, Katie says, “We’re not the type to tell people that it is always a good time to buy a home. We have a conservative approach, where we explain choices and options. Sometimes it makes sense to keep renting. Sometimes it’s ok to stay in your home until you have a larger down payment. I always let them know there will be a right time, and I’ll be there when it is. I’ve found that when you’re honest and patient, people remember that.”

As far as the future is concerned, Katie plans to grow her business, but she’s planning to do it strategically. “I’m looking for talented, patient people who are in it for the long haul,” she says. In the meantime, she plans to continue helping others with buying and selling, and through her volunteer work with organizations such as Community Tax Aid, which provides free tax help to low income families in and around Washington, D.C. “It keeps me humbled and inspired, and wanting to work even harder to better my community.”



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