

# WOMEN

*In Business*

PRESENTING SPONSOR:



*Julia Radditz*

# HOW LONG HAVE YOU BEEN IN YOUR LINE OF WORK AND WHAT GOT *you* STARTED?

“I first got my license to sell real estate in 2005, right after I graduated from college. I was on track to go to law school, but I listened to my gut instead and realized that wasn't the right fit for me. I looked at some of my parent's friends who were living lives that I wanted to live, specifically my dad's friend who was a successful Realtor. He agreed to take me around for a week and show me the ropes, and I fell in love with many aspects of the business right away. At this time, I was a young and inexperienced person in business and life, and it was challenging to get off the ground with selling real estate as a fresh faced 22-year-old. It took a few years of fumbling through all those challenges, and not really knowing how to respond to people's complaints of “I don't like the wallpaper”.

My overarching life goal at that time was to own a home of my own, so I transitioned into property management, which gave me a more stable job for a regular paycheck so I could buy my house. For the next nine years working in residential property management, I worked from the bottom to near the top of my company. I dealt with all kinds of things, from fires, to murders, to whole building bedbug infestations, to lawsuit threats, to hoarders, and so on. It was extremely challenging and very stressful work. I moved to the coast and co-founded Totem Properties with my mother-in-law in 2015, after I married my husband Drake, a fishing guide and outfitter here at the Oregon coast. I was excited to get back into real estate sales because I was coming at it with a new level of experience. Starting a family business has plenty of its own challenges, and it took a few years of figuring things out before we really started making strides as a new business.

In 2019, my mother-in-law retired and I bought her out of the business, and since then I've been the sole owner and managing principal broker for the business. Over the past several years, I've been focused on serving clients locally, growing the business, cementing the reputation of Totem Properties brand, and having a really good time doing all of it.”



# WHAT IS ONE THING YOU WOULD TELL OTHER women GOING INTO YOUR LINE OF WORK?

“I would say that if you're considering getting into real estate for easy money, or if you think it will be a simple part time job, please keep moving and find something else to do. Real estate sales is a very challenging career which requires a high level of expertise and competence as you guide people through complicated transactions. When you look around and see Realtors showing their success publicly online, it can be easy to forget that they're showing you only about 3% of the actual job. If you want to be successful in this business, get used to the fact that you're going to be doing a lot of really hard, unglamorous work behind the scenes in order to get your clients goals achieved. No one's going to be there patting you on the back or saying good job or cheering you on; you must find your own inner drive and motivation to get your client's goals achieved. Give up comparison with other agents, and focus on yourself and what you can do to make your own business better for your clients. Stop chasing hacks and silver bullets, and get down to work. I deeply believe that if you come from a place of contribution, the rest falls into place.”



*Julia & Caitlin Moore*

# HOW DID YOU MANAGE POWER STRUCTURES & IMPOSTER SYNDROME EARLY IN YOUR CAREER VS. LATER IN *your* CAREER?

“I have always believed that you build confidence through learning. Education is power, and if you can keep yourself in curiosity mode at all times, you're going to be a more rounded and resourceful professional. Start by asking yourself honestly, 'what is it that I don't understand well enough to explain to my client', or 'what questions would scare me if someone asked for my advice?' There's a real powerful, quiet confidence from being educated and from seeking answers; from the hours of reading and learning behind the scenes. The purpose is not to be a know-it-all or to show off, but to have knowledge in your back pocket which you can bring out at the perfect moment, when it's really necessary and critical. The lack of knowledge and preparation will also show itself clearly in those critical moments. I have found that in learning to ask the right questions, people will be accepting of where you are, and they will usually want to help you. Having the courage to speak up and be honest when you don't understand something, to ask for help and be a little vulnerable, is part of getting over impostor syndrome.”

*Julia & Contractor Dan Vandervort*



# TELL US A PROJECT OR ACCOMPLISHMENT IN YOUR CAREER *you* ARE MOST PROUD OF?

“I am a small business owner in an industry with an 87% failure rate after five years, and I'm very proud to own and lead the top independent real estate brokerage in Clatsop County. If you look at independent real estate companies in this area, Totem Properties has been the top performing, in both sales volume and number of units sold, since 2020. It's truly not about the numbers for me. But those numbers do suggest that home buyers and sellers in Clatsop County are noticing the good business that Totem Properties agents are doing. Many of our clients come to us by word of mouth, because people talk, and they can see how client focused and service-hearted we are as a group of Realtors. It has taken work and time to establish this positive reputation, which is, I believe, very challenging to do. I'm really proud of that.”



# WHAT DO *you* WANT TO ACHEIVE NEXT?

“I've spent a lot of my life examining my own fears and my reactions to scary or unknown things. These fears can be huge or small, and they can be completely insignificant to other people, but they're still very real and personal to you.

My goal right now is to continue studying fear so that I can continue to pick my own fears apart and break them down, one by one. I would like to use my knowledge to help other people get over their fears, so they can take action and move forward boldly and confidently with their lives.

To be scared, but do it anyway.”



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*In Business*

**PRESENTING SPONSOR:**



**LUM'S**  
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*"Advice for women? Go for it. Do your thing. Don't hold back" - Lori Lum*

*"Be strong, yet willing to take chances" - Julie Lum*