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meet the  
*Parker Rich Group with  
Coldwell Banker Realty*

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# meet the ▶▶ cover story Parker Rich Group with Coldwell Banker

Written by Elizabeth McCabe | Photo Credit: Krista Silz of Cincy Photo

**Seek first to UNDERSTAND ... not to be UNDERSTOOD.  
Approach your business with a Servant's Heart  
Work ON your business, not just IN your business.**

## Husband-Wife Duo Finds Purpose and Passion Serving Others!

These are the top three tips that Jay Rich and Sondra Parker follow, leading them to an incredible career in real estate. This husband-and-wife team have both been licensed for 30 years, working together as a dynamic duo for 23 years.

“We were business partners before marriage partners,” says Sondra. “If we can work together, we thought marriage would be a piece of cake.” They were right! Jay is the Team Manager of the Parker Rich Group and handles training agents, lead generation, and keeps everything organized. Sondra is the Team Leader and handles listings and buyer clients while assisting team members with their clients.

### Life Before Real Estate

Prior to real estate, Sondra worked for a local builder (Zicka Homes) as a sales assistant which she says “was a great experience.” She shares, “I was a stay-at-home mom for several years and saw an opportunity for a golf course community in our area. “I began working with them, but 18 months into working all my weekends, I decided to get licensed to have more flexibility and time to spend with family.”

As for Jay, he was a high school math teacher before real estate. He taught everything from General Math to A.P. Calculus in his math career. Not to mention being a basketball coach. Both roles Jay chalks up to being a “tremendous experience.”

Why did he switch careers? “I still ‘loved’ teaching and coaching but did not want to start ‘going through the motions,’” he explains. One trip to the mall changed his life.

“I passed a kiosk in Eastgate Mall and a gentleman offered me a brochure,” he shares. “I met with Eileen Thomas of Coldwell Banker and it took off from there.”

### #Better Together

Both had solo careers in real estate, both earning Rookie of the Year their first year in real estate, with Jay at Coldwell Banker and Sondra at Sibcy Cline. In 2001, they purchased a

RE/MAX franchise together with partners Bob Neal and Pete Duffy. “We opened our office on 9/11,” says Jay. “It was strange and confusing.”

Through the years, they have earned numerous awards, including the Circle of Excellence with the Realtor Alliance of Greater Cincinnati (RAGC), for over 30 years. In addition, they were the first Team to be awarded for top sales in SouthWest Ohio by the Southern Ohio Area Real Estate Board (SOAR). Recently, they were awarded the Coldwell Banker International President’s Award, an honor reserved for the top 6 percent of Coldwell Banker agents worldwide.

The road in real estate hasn’t always been easy, especially overcoming the worst real estate market in their lifetime in 2008 with the Great Recession. Jay says, “Sondra and I were able to overcome and prosper because we stayed real with each other, and we were surrounded and supported by

tremendous loving family, friends and clients.” They also credit their office for having the “most wonderful experienced and amazing agents” who worked with them.

### A New Chapter

“We developed the Parker Rich Group when we came

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*I had faith and trust in him as a coach and a teacher his whole life that he would make it happen and he did.*

to Coldwell Banker in 2013,” says Sondra. “After meeting with Joe King, President, we knew this was the right place to build a successful team.”

“When we started our career at Coldwell Banker, Jay and I were sitting in the conference room and he said, ‘I want to build our team to 100 transactions a year. I almost had a heart attack,’” jokes Sondra.

“I had faith and trust in him as a coach and a teacher his whole life that he would make it happen and he did. Last year, we did 120 transactions and 44 million dollars in volume at Coldwell Banker,” says Sondra. She credits their “fabulous team” for their success.

#### A Talented Team

Starting with 2 buyer agents, the team has grown and evolved to buying and listing agents. Emma Warren started as our team administrator (formerly agent support for Coldwell Banker) is now fully licensed in both Ohio and Kentucky. Scott Ackerman came to us with a banking background and is both a listing and buyer agent handling “hot leads” for the team. Jeff Kenney, a retired P&G executive, handles both buyers and listings and is a Level 6 martial artist. Sondra laughs, “We call him our team security.”

The Parker Rich Group also has a full-time administrator as well as three closing transaction coordinators who all do the critical work of getting our deals closed and keeping our clients happy. Other agents include Ashley Wake an experienced property manager, Krista Beyrer a UC professor and real estate investor, and April Breedlove has a background in Senior Services. Dave Bavis handles community development projects.

“We believe that real leadership is helping our agents become all they can be and they become the stars,” says Jay. “The same with our clients. We are relationship based through and through and extremely proud of our amazing team and the diverse talents they bring.

#### Relationship Based

Through the years we have developed strong relationships with lenders, title companies and contractors who are vital to the success of our team. “We know when we can count on them and that our clients will have a good experience.” Coldwell Banker’s outstanding management team continues to provide services so we can focus on our clients,” says Sondra.

#### Family Focused

When not working, it’s all about making memories with family for Jay and Sondra. With five children and five grandchildren, they enjoy spending time with them.

Sondra, a proud grandmother, treasures time with her grandchildren.

“Our family and grandchildren are the most enjoyable part of our lives,” explains Jay, “and a huge part of Sondra’s life.” Sondra says, “I feel so blessed that four of our grandchildren are here and one is in Denver.” With the flexibility that real estate provides, she is able to be available for her grandchildren, especially with their children’s demanding jobs. Two work at P&G; one runs a national non-profit and another works for Meta.

Sondra is also very active in community service, helping out needy families through local charities. Purchasing clothes (year round), school supplies and household items for families with children makes a world of difference to those struggling. During Christmas, our Team participates in purchasing and delivering gifts to local families providing a Christmas they wouldn’t have.



Left to right: Krista Beyrer, Scott Ackerman, Jay Rich, Sondra Parker, April Breedlove – behind: Ashley Wake, Jeff Kenney, Emma Warren

Coldwell Banker Anderson  
Office Manager: Tina Mattix



Team Administrator: Nicole Watkins; Closing Coordinators: Carolyn Kenney, Cindy Foley, Debbi Hill

#### Outside Interests

In his free time, Jay enjoys seeing how Quantum Physics threads through our everyday lives as a Math and Physics enthusiast. He sees how people can create their own paths by what they think about and focus on.

Jay is also excited to share with others and has started to put notes together to write a book. "It's about coaching, physics, and real estate and how it all became one," he comments. "Things that seem so different actually fit together so well."

#### Forever Young

Life is better done together. Jay Rich and Sondra Parker have achieved a wonderful life through real estate. With over three decades in the industry, they have stood the test of time, helping countless clients and helping their agents be the best that they can be.

Jay concludes with the words of his favorite verse, "Forever Young":

May God bless and keep you always.  
May your wishes all come true  
May you always do for others  
And let others do for you  
May you build a ladder to the stars  
And climb on every rung  
And may you stay  
Forever young.



*We believe that  
real leadership is  
helping our agents  
become all they can  
be and they become  
the stars.*