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ALLIE CARR

PURSuing FREEDOM

It only took Allie Carr two years into her first job out of business school – working in banking, selling fixed income – before deciding it wasn't right for her. She made a change in direction and dove headfirst into real estate instead.

Allie got her first taste of independence and entrepreneurship at 18-years-old, modeling for Docherty Agency. "I would negotiate with my college professors to take time out of class to go to shoots around the Midwest, and, at the time, couldn't believe the money that could be made," Allie explains. "I funded my semester abroad out of pocket and learned how to put savings away as well as how to manage a variety of often conflicting responsibilities. The experience helped me to never settle with a career I wasn't particularly enjoying."

After Allie decided settling for a career that wasn't right for her would not be in the cards, she left her position in banking without a plan in

place. The step back gave her some time to do some soul searching, which led to discussions with her Bostonian REALTOR® cousin, Samantha Hollister.

"Her descriptions of the lifestyle within the business itself were appealing, and she encouraged me to give it a shot. I wanted to be my own boss, make my own schedule, see daylight each day, work with people and make money...so, I followed suit!" Allie explains.

Once Allie entered the real estate industry in 2014, she immediately began building her solo agent business. As an individual agent with Berkshire Hathaway HomeServices Professional Realty, last year, she sold \$26 million and **has outpaced** that this year. In addition to running her business, she leads the Gordon Square office and loves to see the agents there succeed and grow, as most of them are **personal** friends of hers.

Allie says none of her success would be possible without her COO, Courtney Calvillo, who joined her brokerage less than three years ago. Upon joining, Courtney asked to shadow an open house that Allie was hosting and continued to shadow her for a couple of weeks further before Allie offered Courtney a position to assist her part-time.



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"It didn't take long for me to ramp her hours up more and then eventually ask her to be a full-time COO of my business! She is truly a godsend and has helped me to increase my volume while simultaneously getting some TIME back for myself again," Allie says. "Courtney now delegates additional work to Sarah Wilk, and they both run their own real

estate businesses, as well! Courtney achieved Rookie of the Year in her first year at Berkshire. She's a single mom and one of my best friends now, as well. She has been the biggest game-changer for me in my eight years selling houses."

When Allie isn't devoting her time to business, she spends as much of it as ...



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she can with her daughter, Logan. "Logan gives me purpose and grounds me," Allie says. Balancing her business with personal time in the face of growth, and maintaining superior service to her clients, is something Allie is currently passionate about. "I want to grow, sure, but without sacrificing a single worthwhile relationship in its wake," she says.

Allie is very active outside of work. She loves recreational sports and plays in a number of sports leagues like volleyball, soccer, and flag football. She loves to dance and go out with friends and has loved skiing since she could walk. "It's all I want to do in the winter," she admits. "Fortunately, winter is a slower time of year for our market, and I can't wait to teach Logan how to ski this winter!"

As Allie continues building her business, she will continue pursuing everything she loves, which will undoubtedly lead to even more success. It will be exciting to see all she continues to achieve.

