



# GOLDEN RULE AWARD

DO YOU KNOW A REAL ESTATE PROFESSIONAL WHO ALWAYS GOES ABOVE AND BEYOND?  
NOMINATE THEM FOR OUR MONTHLY GOLDEN RULE AWARD! EACH RECIPIENT IS IN THE  
RUNNING FOR A YEAR-END AWARD, PRESENTED IN DECEMBER.

**W**e are proud to announce Mia Geiger of Krueckeberg Auction & Realty as our Golden Rule Award recipient for July!

Geiger caught the attention of UPSTAR leadership after a colleague described a recent transaction in which she represented an elderly couple. Her open-communication style and dedication to her client ensured the deal was successful, and more importantly, safe.

"Mia had many deals in the pan going on, yet she took the time to treat this one, as she probably does all of them, as if it were her only," said Terri Sonner, REALTOR at Key Life Realty. "At closing, we went inside with the title representative, while Mia floated from office to her client's car. They stayed out in the car, and signed their papers, to avoid contact with the Covid-19 issues."

While working in construction, demolition and asset recovery, Geiger said she developed a passion for the real estate industry. This led to her decision to serve as a licensed REALTOR®.

When not selling homes, Geiger said she enjoys upcycling salvaged materials to create home décor. Currently, she and a friend sell these creations at their store in New Haven, Indiana, The Edge.

Read more from our conversation with Mia.

## WHAT DO YOU LOVE MOST ABOUT BEING A REALTOR®?

I love the excitement of searching for a property for my clients. But what is most rewarding is when your clients tell you how much they appreciate your efforts, and that they would refer you to their friends.

## WHAT HAS YOUR PROFESSION TAUGHT YOU ABOUT SERVING OTHERS?

Working with clients of all economical, educational and life experience backgrounds, I am amazed at their view points and how they look at different situations. I think, "How did they see that, or how did they come up with that question?" I learn from them every day and use the knowledge and viewpoints gained as I enter other transactions.

## HAS THE CURRENT PANDEMIC CHANGED THE WAY YOU CONDUCT BUSINESS?

As a listing agent, I have been focusing on the quality of pictures I upload to the MLS. I have tried different photographers, giving my clients a choice of different styles.



I also put more time into promoting my listings on social media and video open houses. By doing this, I hope to limit possible exposure to the virus. Agents and their clients can view the property and make a decision before visiting in person.

## WHAT DO YOU BELIEVE IS KEY TO A SUCCESSFUL TRANSACTION?

I feel that ultimately, we are all trying to protect our clients and make sure they are making the

best choice on their purchase. I think that clear communication between the buyers and seller's agent is key.

Congrats, Mia! You have set a fine example of collaboration, communication and caring. We are honored to have you as a member of our association!