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Nila Parmar

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MAY 2024

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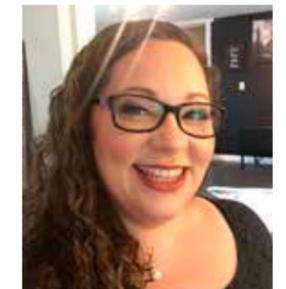
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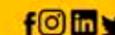
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TRAVIS

Closed MLS Sales = 882 Sold Units
UP 5%

Avg Sold Price = \$671,058
UP 7%

Avg Original List to Sale Price = 93%
DOWN 4%

Avg DOM = 76 days
UP 7%

TRAVIS

\$1M + Market Statistics
Closed MLS Sales = 111 Sold Units
UP 26%

Avg Sold Price = \$1,752,017
UP 6%

Avg Original List to Sale Price = 93%
DOWN 2%

Avg DOM = 80 days
UP 29%

WILLIAMSON

Closed MLS Sales = 694 Sold Units
UP 4%

Avg Sold Price = \$476,956
UP 3%

Avg Original List to Sale Price = 94%
DOWN 3%

Avg DOM = 79 days
UP 13%

HAYS

Closed MLS Sales = 12 Sold Units
DOWN 8%

Avg Sold Price = \$1,523,052
UP 4%

Avg Original List to Sale Price = 90%
DOWN 2%

Avg DOM = 114 days
DOWN 21%

BASTROP

Closed MLS Sales = 101 Sold Units
UP 29%

Avg Sold Price = \$395,798
DOWN 2%

Avg Original List to Sale Price = 92%
DOWN 9%

Avg DOM = 81 days
UP 102%



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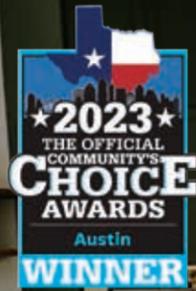
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ADAM ZELL, LEXIE ZELL, & THE ZELL TEAM

Treating customers like family is one of the guiding principles of The Zell Team. Led by brother-and-sister duo Adam and Lexie Zell, it couldn't feel more natural. The siblings complement each other perfectly; Adam is passionate about everything, while Lexie is calm and collected. Together, they have a successful real estate business and a whole lot of love.

The Zell kids (Adam, Alana, and Lexie) grew up in Swampscott, Massachusetts, a beautiful seaside town near Salem. Their Dad was born in Czechoslovakia and grew up in Pittsburgh. Their Mom grew up in Detroit, and the pair met in Boston and then settled in Swampscott in the 80s.

Adam (the eldest) spent four fun-filled years at Indiana University, home of the Hoosiers. Following graduation, he lived at home for a couple of years selling medical equipment. "I got a stipend to stay at hotels, meet people, and sell wheelchairs,"

Adam remembered, "but it was gray in Boston and kind of depressing."

THE SECRET SAUCE

Following Boston, Adam moved to Chicago where he took a job selling garages. "At 29 garages a month, I was the top sales guy," Adam recalled. "They called me Garage Boy." He worked on the South and West sides of Chicago where the houses were cramped, and people needed additional space for cars and storage. He also worked in a boiler room; "I was slinging freight across the country," Adam laughed.

▶▶ real producer cover story

Written by Megan Taylor-DiCenzo



“
**WE’RE JUST
 TRYING TO HELP
 AS MANY PEOPLE
 AS WE CAN
 TO THE BEST OF OUR
 ABILITY & HAVE A
 TON OF FUN.**

-ADAM



However, everything came together in 2009 when he moved to Austin, Texas. Adam met his wife, Rachel, and earned his real estate license. At the same time, he wasn’t sure what he should do. He received a job offer in sales at Dell, but his father recommended he try real estate instead. “Our uncle sells commercial real estate in D.C.,” Adam explained, “and my dad always said I work hard and connect with people, so I’d enjoy it.”

Without knowing the area or having a built-in pipeline, diving into real estate in Austin presented a bit of a challenge. In 2010, a lot of new buildings and apartments were going up, so Adam decided to get into leasing. “I posted on Craigslist,” Adam shared, “and leased over 130 units in 2010. I did that for a couple of years; it was nice creating relationships and turning folks from renters into buyers and sellers.”

After about five years in real estate, Adam reached a breaking point. “I was staying up past midnight every night and closing more than 100 deals by myself,” he said. “I had no assistant and was working as hard as I could, but I knew I needed help if I wanted to get better and serve more people.”

That’s where Lexie came in. She had moved to Austin in 2008 to pursue her graduate degree in

Social Work at UT. However, in 2015, working full-time in social work, she was beginning to burn out. “Not to give all the credit to our parents, but they suggested I join up with Adam,” Lexie shared. “I thought it was a great idea, and when I called Adam, he said I should quit my job the next day.”

Lexie officially began working with Adam at the beginning of 2016. Adam vividly recalls the memory. “It was one of the best moments of my life,” he shared. “My blood, one of the nicest people I know, wants to work with her crazy big brother. What a great day.”

From then on, Adam said, his life and career have been that much more meaningful. “In the first year, she just watched me work,” he laughed. “I was never so happy to pay someone to hang out. We complement each other so well; we see things the same way and have the same sense of humor.”

After about two years of working together, Adam noticed even more of Lexie’s strengths. “She’s so cool, calm, and collected—like everybody’s favorite fourth-grade teacher,” he explained. “I just lit up listening to her talk on the phone about an option period. I felt like I had the secret sauce—the best REALTOR® in the city—and she’s my little sister!”

Adam and Lexie continued to grow together at different brokerages over the next few years. The Zell Team has been at Compass for four years now and consists of Adam, Lexie,



and seven additional agents. “I’ve been doing this for 13 years, and it feels better than ever,” Adam said. “It’s all about putting our clients’, friends’, and family’s needs before our own. We’re just trying to help as many people as we can to the best of our ability and have a ton of fun.”

This brother-and-sister team certainly knows how to have fun. It starts with understanding and appreciating one another. “Lexie speaks my language,” Adam explained. “The best part of my job is talking and texting to Lexie for

endless hours a day every day. She gets me; we’re like twins. When I don’t see her for a day or two, I’m distraught.”

And it moves on to teasing. “Adam thinks he missed his calling and should’ve been on American Idol,” Lexie shared. “He also takes photos of every salad he eats.”

“I post them on Instagram,” Adam explained, “and tag the restaurant. I give each salad a rating to two decimal places. Everyone thinks it’s the funniest thing.”

When he’s not photographing his lettuce, Adam also doubles as a baby-naming connoisseur. “I named our children, and I’ve helped multiple people name their kids,” he said. “I feel like I was meant to do it.”

Adam and Rachel have children Goldie, Fiona, and William. Lexie and her husband, Alex, have children Hazel, Jude, and Tallulah. But most importantly, they have each other. That’s the secret sauce.

“

I’VE BEEN DOING THIS FOR 13 YEARS, & IT FEELS BETTER THAN EVER.

-ADAM



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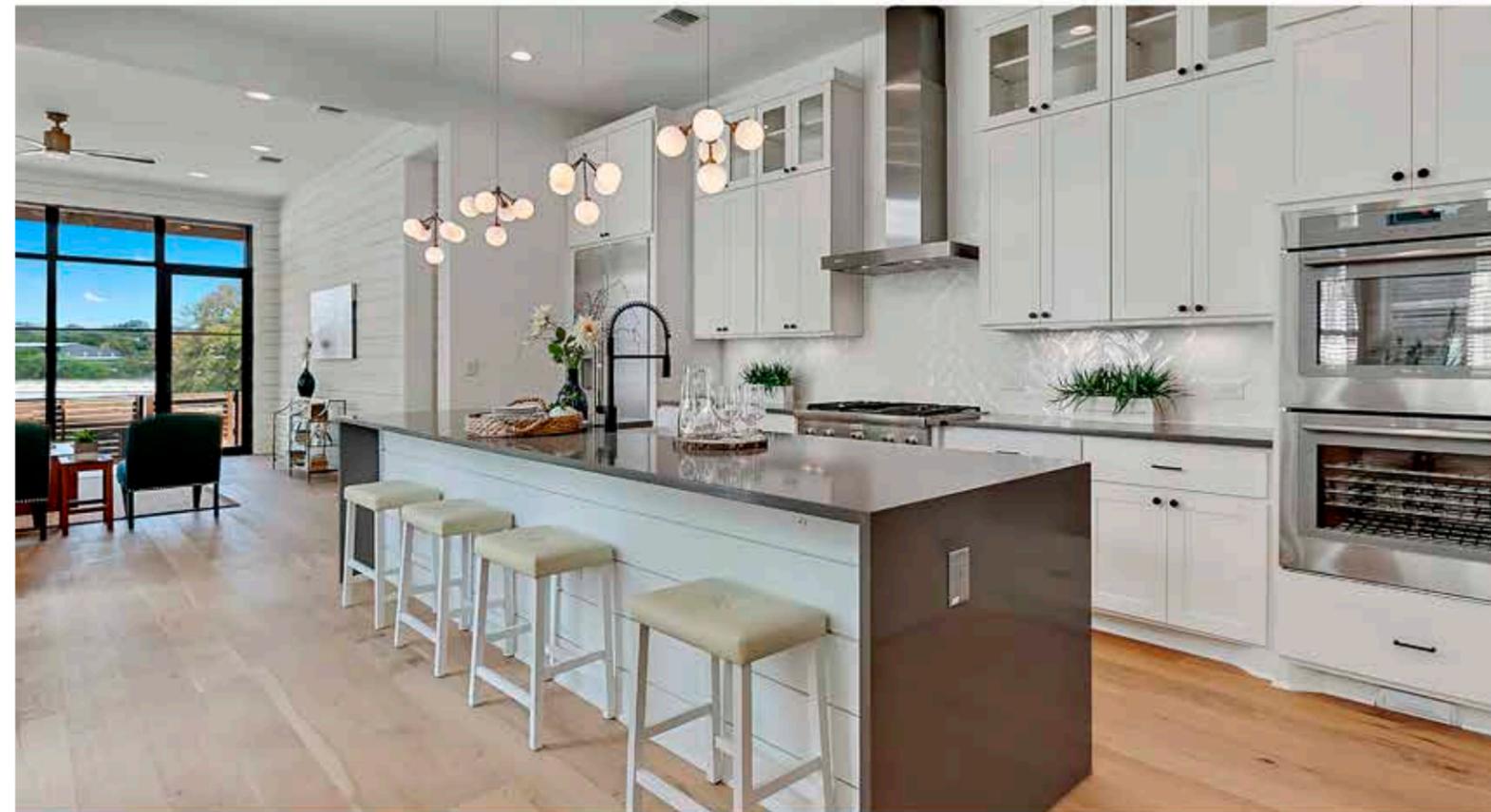


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MARY EMMA PARTAIN



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Mary Emma Partain, a true Texan with seven generations of roots in the Lone Star State, embodies the perfect blend of legal expertise, design flair, and a thriving career in real estate. Hailing from San Antonio, her family's history is deeply ingrained in Texas, with her great-great-great-great grandfather, Samuel August Maverick, being a prominent figure. Maverick, who signed the Declaration of Independence for Texas, was the Mayor of San Antonio and played a role in the Battle of the Alamo. He is actually the source of the term "Maverick."

"I'm a proud Texan," says Mary Emma with enthusiasm.

Mary Emma left her home state to pursue her undergraduate education at Emory University. Starting as an English major, she soon discovered her passion for art history, leading her to major in both fields. Though she briefly considered architecture school, Mary Emma pursued law school instead, influenced by her father, who was an attorney. Returning to Texas after obtaining her law degree from UT Law in 2003, she worked as an Assistant District Attorney in Dallas, achieving high conviction rates but not as personally fulfilling as she sought.

"Law wasn't a fit for my personality," she candidly comments. She was searching for something different in life. "To be a really good prosecutor, you need serious bravado. I didn't love being in the courtroom."

Upon returning to Austin, Mary Emma shifted gears, taking on the role of Director of the Public Service Program at the University of Texas School of Law. However, the birth of her first child prompted a change in her life's trajectory. As a stay-at-home mom of three boys, Mary Emma's interest in home design blossomed. Over the years, she bought and remodeled various houses, honing her skills and discovering a talent that would later become a significant aspect of her career.



Mary Emma comments, "My design skills actually helped my family earn income. We sold all of our houses for more than what they were originally bought and what we originally anticipated. Each sale generated significant and somewhat unexpected profit for us." Design comes easily to Mary Emma with her attention for detail and educated eye.

In 2017, after completing a substantial remodel of an historically designated, Colonial Revival home in Central Austin, Mary Emma reconsidered her path. With a desire to combine her legal background, design skills, and passion for real estate, she obtained her real estate license. Joining one of the city's top-producing agents at a luxury boutique brokerage, she gained valuable insight and experience.



Embracing her multifaceted talents has led to a fulfilling and successful career journey.

However, Mary Emma's journey truly took flight in 2019 when she joined Compass, a brokerage that she describes as a disruptor in the industry. The corporate world meets real estate at Compass, offering her endless opportunities and access to resources that elevate her business. The platform's efficiency and the collaborative atmosphere resonate with Mary Emma.

With a background as an attorney and a published designer, Mary Emma has frequently been asked by friends to provide design services. Her innate ability to walk into a room and envision rearrangements comes naturally to her. This unique perspective sets her apart in the competitive real estate market, where she not only understands the legal aspects of transactions but also brings a fresh design-focused approach.

She has built her business, one satisfied client at a time. As Mary Emma says, "For my business to flourish, my goal must be to make sure my clients feel like I've done a great job and send me their referrals."

FINAL THOUGHTS

As a forward thinker, Mary Emma applies her principles learned from her father to real estate, planning transactions backward from the closing date. As a mom of three boys – Gus (14), Teddy (12), and Harry (9) – her motivation is clear. Mary Emma's passion for her work, her dedication to her clients' needs, and her unique blend of legal and design expertise make her a rising star in the Austin real estate scene. Embracing her multifaceted talents has led to a fulfilling and successful career journey.

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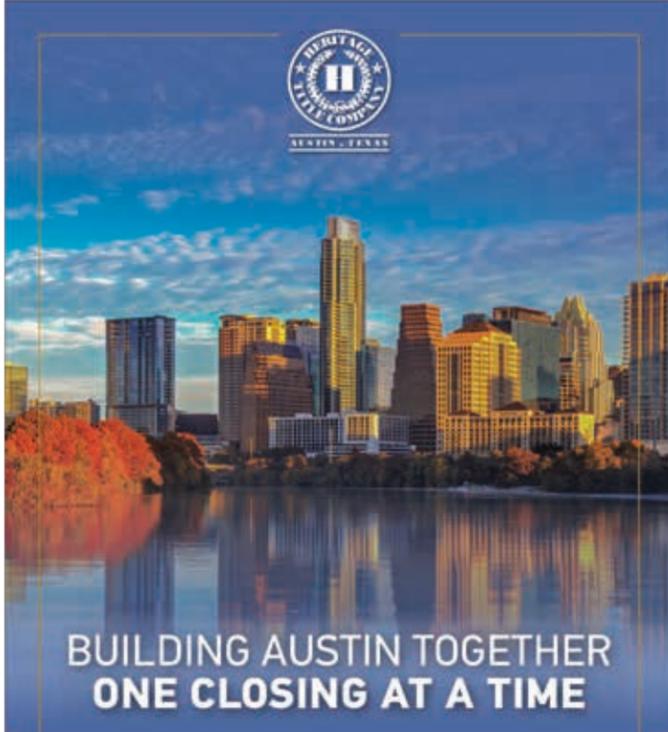
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How long have you been in the title industry?

I joined the title industry about 6 months ago. However, my family has owned and operated title companies for three generations and my mom has been a realtor here in Austin for 25 years!

What is your favorite part of your job?

My favorite part of my job is getting to meet, know and be of service to people. From clients to coworkers, I find so much joy being allowed to make lifelong connections and provide value to people every day.

Alexis Shirley

Business Development Officer
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What do you enjoy doing outside of work?

Outside of work, I enjoy working out outdoors, and having memorable adventures with friends and family.



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Making a
Difference

Nila PARMAR

Part social butterfly, part philanthropic introvert, Nila Parmar is a mix of the best things. She's a mom, a wife, a fashion designer, an IT expert, and a REALTOR®. She's a city girl who can roll up her sleeves when times get tough. She knows how to treat clients like family and how to pivot when things don't go as planned. Nila respects unity in diversity and knows a good yard sign when she sees it.

Nila grew up in Mumbai, India. She loved city life and always had an interest in real estate and sales. Nila met her now-husband and got engaged in India. "It was an arranged marriage for us," she explained. "He was working as a consultant, and I was working as a merchandiser and fashion designer."

After getting married, Nila and her husband, Raj, moved to New Jersey. They lived there for about ten years. In New Jersey, Nila didn't have the same connections she enjoyed in India, so Raj encouraged her to get into IT instead of fashion. "I studied IT and became a Quality Assurance Engineer," she remembered.

After a few years, Nila wanted to move somewhere warmer. "I don't like cold weather, especially being from India," she shared. "My husband suggested we move to Florida at first, but we built a beautiful home in Dallas and rented our home in New Jersey."

Nila found the houses in Dallas to be reasonable, so she urged her family to invest. "They bought seven or eight homes in the neighborhood," she recalled. "The whole street was full of my relatives."

With ups come downs, and after a while, Nila lost her job at Match.com as the market crashed. She and Raj sold their New Jersey home and moved to Austin where Nila found a job at 3M. "I just fell in love with Austin," she shared. "Every time I drove in Austin, I found something new. We decided to rent for a while."

After 3M, Nila worked at GM for four and a half years until she endured a major layoff. "I felt sad," Nila said. "I put so much of my heart, time, and effort into that company, but I was just a number for them. I decided I wanted something of my own."

Shortly after, Nila and Raj sold their home in Dallas and purchased property in Rough Hollow. "We always enjoyed buying properties," Nila said, "but we weren't REALTORS®. I suggested my husband become an agent; he's very good at geography and math."



Ultimately, realty Raj did not want a career as a Realtor. Instead, Nila started the course. "If I start something, I have to finish it," she shared. "I was busy with the kids, and my full-time career, and I wasn't studying well, but I got some help from my cousin who is a real estate agent, and I passed."

After earning her license in 2019, Nila interviewed with several companies but wasn't sure where to land. "My husband suggested Keller Williams," she recalled. "They're a great brand with a great name. I interviewed with Kasey

Dalby and really admired her. I wanted yard signs just like hers."

At the time, Nila still worked her full-time job. Then, her husband had a heart attack. "I was struggling," Nila admitted, "but I had a wonderful coach from Keller Williams named Kendred Manceaux. I'm so grateful to have had a coach at that point. I don't know if I could have continued otherwise."

Nila was an open book and eager to learn. "Whatever he said, I did," she remembered. "I wanted to learn everything: lead generation,



FIFTY CLICKS PHOTOGRAPHY

“

My focus is empowering women so they can be self-reliant.

The key to Nila’s success was two-fold. First, she credits Keller Williams with being supportive and offering great training. Next, she called on her sphere of influence and family. “My neighbors and family suggested their friends; each client gave me three to four referrals,” Nila said. “My clients have become like family to me.”

Speaking of family, it’s Nila’s dream to build a team. “I mentored a young man and took him to my showings and had him help my clients throughout the process to get a feel of the activity he may have to do as a realtor. I love making a difference in someone’s life.”

Making a difference is especially important to Nila who enjoys philanthropic work. “My focus is empowering women so they can be self-reliant,” she explained. “If you empower women, you can empower a generation of people.”

Nila also empowers her children. Her son, Harsh, (23) is in IT, and her daughter, Nikita, (21) is completing a degree in Communications and Mass Media. “I have wonderful kids; I love them,” Nila said. “I also have a cute dog, Archie. He’s a golden retriever.”

Nila’s journey to real estate from Mumbai as a fashion designer, in New Jersey starting her family and climbing the cooperate ladder in IT and working in companies like Matc.com, 3M, GM, and the list continues. She brings every bit of knowledge and experience to her business. Most importantly, she doesn’t quit what she’s started; she’s with her clients from beginning to end.

Overall, Nila Parmar’s story is one of resilience, adaptability, and a commitment to making a difference in her own life and the lives of others. Her diverse background and experiences have equipped her to succeed in the real estate industry and make a positive impact on her clients and community.

contracts, marketing. He said to keep doing 5 real estate-related activities every day. Just let people know you’re a REALTOR®, and try to market yourself a little bit. Have you invested in your own properties? Have you helped your family buy houses? It was excellent advice.”

Nila found her first two clients through her neighborhood friend. One was her friend who wanted to buy an investment property. Another friend’s kids were moving to Austin. From those two transactions in 2020, she gained 45 transactions in 2021 and was one of the top producers in 2022 and 2023. “I helped almost 100 families so far in 3 years,” Nila shared. “As a solo agent and dual-career person, I’ve produced \$8 - \$10 million in sales every year. I’m hoping to end this year at \$13 million but completed 2023 with \$14.9 million in sales volume.” Nila was Awarded at her Market center as Top Land sale producer and Top Gross Commission Income and received a Quadruple gold Certificate and a Medallion. She was recognized as a Platinum TOP 500 agent in Austin for 2023.

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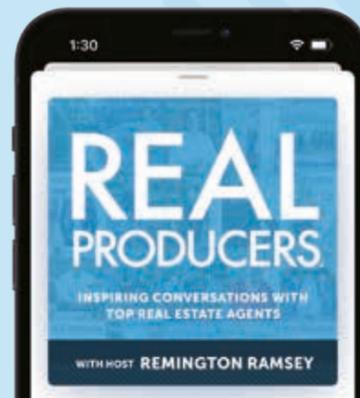


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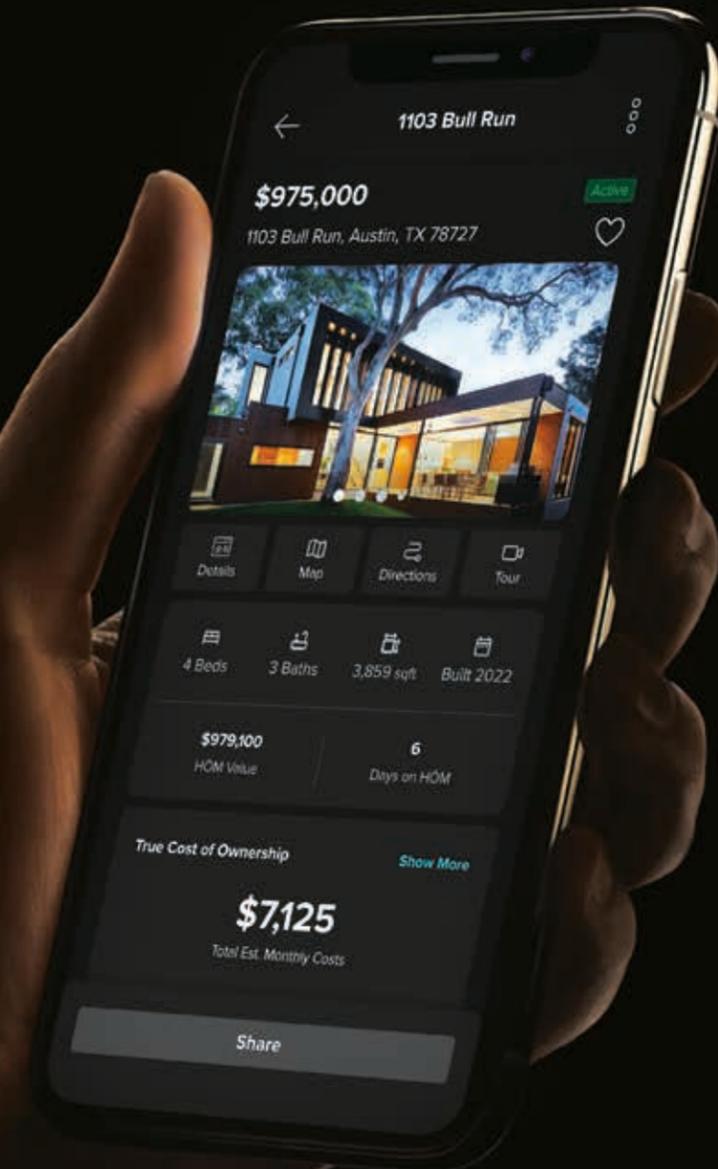


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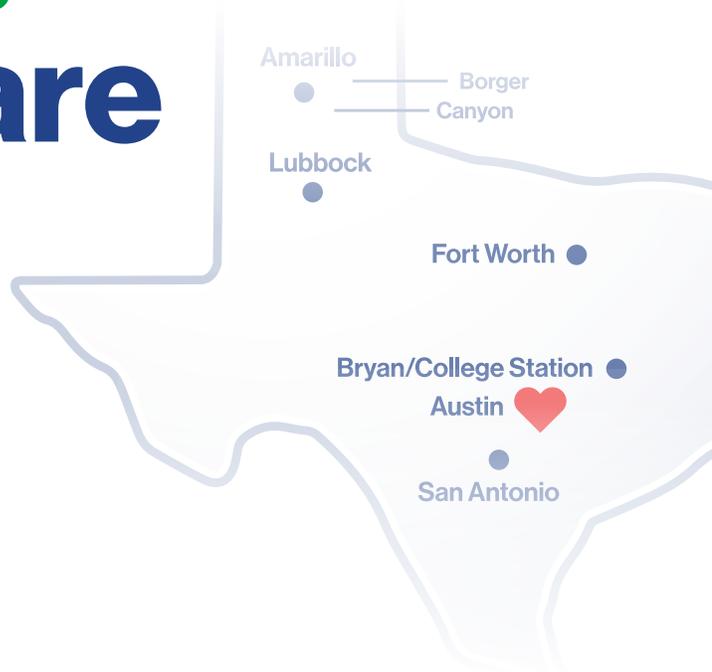
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