

CAROLYN BIRD

Finding Your Dream Lifestyle

BY BRANDON JERRELL
PHOTOS BY ASHLEY MAXWELL PHOTOGRAPHY

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Real estate in principle may be seen as the buying and selling of houses, but as every great REALTOR® knows, it is much more than that. While every agent will define what real estate is in a way that conforms best to their business and practices, it cannot be denied that real estate is about looking beyond a property.

For Carolyn Bird, owner of Carolyn Bird Real Estate, real estate is about finding and selling the dream lifestyle each listing has to offer.

Discovering The Dream

Carolyn was raised on 250 acres in central Kansas by her father and her German immigrant mother. “I grew up in a tight-knit, traditional household with two older brothers and a dog named Bobby O’ Dune, an Irish Setter. Our parents instilled in us the values of hard work, perseverance, and a good education — and that those things, plus a whole lot of faith, could take us anywhere we wanted to go.”

Led by a deep desire to travel and see the world, she made many moves to pursue her dreams. “During my junior year of university, I spent a year in France to explore life in Europe and became fluent in French. That was life-changing.” This experience greatly taught her the importance of communication beyond mere words. “It was frustrating not to be able to speak my thoughts as I was used to, but I learned we can connect in so many other ways — through simple gestures, acts of kindness, shared experiences, or simply attempting to speak someone else’s language. All these things go such a long way to bringing us together.”

Earning degrees in Journalism, specializing in Advertising, and French, she jumped straight into sales and marketing. “My first job was as a media buyer for a large advertising agency in Chicago. It gave me invaluable exposure to high-level marketing and strategy, but I craved something more fulfilling, something that got me outside of a cubicle.”

She headed to Montana for the winter, but that one winter unexpectedly became years of living and working in world-class ski resorts. “I loved connecting with people from all over the world. I loved selling the lifestyle. I loved living the lifestyle. And I loved the environment — the beautiful architecture, the gorgeous landscapes, and the excitement that came with new developments.”





“After stints in medical sales and as a travel agent, I eventually found a way to marry all my passions. I landed back in the mountains where I launched a career in selling and marketing luxury resort real estate.” Starting her real estate career in Colorado, she worked with developers and builders for pre-construction residential resort opportunities where she honed both the art and the science behind selling real estate.

Pursuing The Ideal Lifestyle
In 2013, Carolyn moved to the Bay Area where she

joined two different builders to launch several new master-planned communities. “The first several years in real estate were incredible learning experiences that I’ll treasure forever and they have greatly shaped how I work today. I had the great privilege of helping over 300 clients purchase Bay Area homes, acquired incredible knowledge about building

and design, and thrived on the relationships I formed with my colleagues and clients.”

Five years ago, Carolyn started her own business with Coldwell Banker Los Gatos to concentrate on the area she lives in: South Bay and the surrounding communities. With the drive to help buyers and sellers achieve their real estate dreams, she puts a personal creative touch on each transaction.

For her, lifestyle is one of the most important, if not *the* most important aspects of real estate. “It’s always been about lifestyle. I’ve lived in many beautiful places and traveled all over the world, and I’ve realized that it’s essential for me to live near nature and beauty to fill my cup. I’m passionate about where I live and I want everyone to share that same fervor — to feel like where they live is where they belong.”

With that in mind, she produces customized videos highlighting the lifestyle that a home as well as its surrounding area has to offer. “I work closely with my behind-the-scenes marketing team, IHS, to deliver high-level photography, videography, and branding/strategy that gets attention and attracts the best buyer for the home.” She shares that these videos, along with her go-to contractors who help prep each home to make



it shine, are integral to her marketing strategy and to achieving optimal results. “My process often delivers record sales, but I’m even more thrilled to see my clients realize a dream,” she adds, “*That* is the ultimate reward.”

Furthermore, she is hands-on with every transaction, personally meeting every buyer and agent interested. As she puts it, she is much more than a REALTOR®. She is a lifestyle agent.

“Selling real estate involves finding the lifestyle that will bring you the most joy. It’s about community and finding the place where you feel nurtured and can grow and live your best life. I want everyone to have their dream lifestyle, and I truly believe that is achievable.”

Live Your Dream

Outside of work, Carolyn continues to lead an adventurous and outdoorsy lifestyle. She has recently become an avid golfer and is always working on improving her game when not working on her business. “I strive to keep up with the golfers in my family, including my dad who at 95 still gets the ball up and down with style!” The golf course, she adds, is where she can unwind and slow down. “Plus, there are so many incredible places to discover and play in the Bay Area. Of course, the mecca of Pebble Beach is high on the bucket list once I lower my handicap!”

She also loves to hike and explore the trails, small towns, and beaches of the Greater Bay Area every chance she gets, and eagerly shares those experiences with others. “Finding a place that perfectly suits my outdoor activities and other interests has transformed my life for the better. I truly count it as a privilege when I can help others make that discovery for themselves.”

For Carolyn Bird, success is finding your purpose and living it wholeheartedly. With that said, it is overwhelmingly apparent that she commits to that purpose each and every day. Carolyn is much more than an agent selling houses — she is a guide to the wonderful lifestyle that South Bay has to offer.

Website: www.CarolynBird.com

