

FRONT and center

Owner Amy Cearnal and the team at Front Real Estate Co. are honing their business to be the 'next generation' real estate company in Arlington

In the heart of a suddenly hustling, bustling Downtown Arlington, Amy Cearnal not only supervises one of the city's more vibrant business ventures, she is helping define the future – hers and, to a not insignificant degree, her city's.

No, that's not a reach, as you'll soon discover.

For starters, know that Cearnal owns Front Real Estate Co., a relatively new enterprise in name only, given that for the past five years Cearnal's real estate business, CearnalCo, bore the name of both her and her husband/business partner, Spencer Cearnal.

At the heart of the transformation from CearnalCo to Front Real Estate is a vision that Cearnal has for doing business moving forward: She wants the company to be front and center as the "next generation" real estate company for the Arlington area.

"Basically," she says, "we're trying to help people understand that this is not the 'same old' real estate that they're used to."

As part of that process, Cearnal has introduced some

revolutionary measures to ensure that the company's agents and their clients are set up for success.

To that end, Cearnal, a hometown woman who takes great pride in her roots, has partnered with four other hometown women to be part of the company who share her zeal for making their community the best it can be. All Arlington, Sam Houston or Martin High graduates, Karol-Ann Mozjesik, Erin Bergin, Georgie Zang, Kathryn Haubold and Cearnal represent a part of what Arlington has been and what it will be in the future. These local businesswomen meld unique contributions to represent one of the more comprehensive approaches to real estate found here – or anywhere else.

Mozjesik's specialty is the luxury home market. "She is a real expert on luxury," Cearnal says. "She has a great eye for knowing what a client needs, and she matches the perfect property with the need. Karol-Ann brings the full package to her clients with strategies like utilizing virtual staging, competitive pricing and targeted marketing reaching deep to the end consumer."

Bergin, an established "local market hero," as Cearnal calls her, is the company's Pantego pro. She lives there, she knows everything that's great about the town, and she's great at marketing all she knows to her clients. "We love seeing Erin go 'all in' in the Pantego community. She is working to make Pantego a better place by promoting the lifestyle there and

essential to that lifestyle is your home. Erin knows everyone in town and is the go-to for housing."

The Zang Group is a full-service residential team. Zang is especially passionate about bringing housing products to Arlington that meet the next generation's needs.

Underscoring Zang's gift

for recognizing just what will be "in demand," the new Main 7 Urban Villas just broke ground and has buyers lining up at a breakneck pace. Zang's vision for bringing fee-simple, for purchase housing to the downtown district is vital in taking Arlington forward. Her creative partnership with developer Moji Haddad has brought something into focus that Arlington



Karol-Ann Mozjesik



Georgie Zang



Erin Bergin



The Front Real Estate Co. team of Georgie Zang, Kathryn Haubold, Amy Cearnal, Karol-Ann Mozjesik and Erin Bergin is changing the local real estate landscape.

has been lacking. And she's working on several other projects that will be equally as exciting.

Haubold is the newest addition to the company as the Front Realtor® Advocate where she recruits Realtors® looking to take their business to the next level. Kathryn was a former client turned believer who sees the magic in what is happening at Front. She's excited to be part of the team reaching for the next rung.

Since the transition to Front Real Estate in April, the company has almost doubled the Realtor® count and is looking to transform more careers in the coming months and years. They're looking for other agents committed to be the best in the industry. Cearnal says their culture is to make sure each client will get their agents' best effort, 24/7: "We don't want to do anything if we don't do it well."

To help define "well," she and the company's agents recently devoted a series of group meetings to a study of the book "Good to Great" by Jim Collins. The business primer raises the question: If we can't be best, why do it?

"We might not be able to be the best in the whole world," Cearnal says, "but we certainly can be the best for the customers in Arlington and Mansfield. Our clients deserve to have the best experience with a final scenario that exceeds their goals."

Having an evolving tech and education platform that the team is continuously updating with input from expert partners across the country is what Cearnal cites are the two keys in outperforming the local market.

She's addressing a couple of industry evolutions currently.

Recent times have produced what she calls "disruptions" to the market, notably new investor/buyer programs such as Open Door that are challenging the traditional pricing model. Likewise, corporate (as opposed to local) entities such as Redfin and Amazon spread the "hey, we're a cheaper way to do real estate" gospel that appears appealing to consumers, but in the end may end with a more difficult and expensive transition plan.

There's also the "well, that's the way real estate has always been done" crowd of conventional real estate agents who are pricing and serving clients the same way they always have. Cearnal is equally concerned about that strategy for long term sustainability without strong value propositions helping owners understand exactly what services we are providing.

"We have to dig in to meet the demands of the consumer and are a benefit to their bottom line," Cearnal says. "That means we're getting creative to figure out solutions that lead to that best-case outcome."

To combat the disruptions, Cearnal extols the fact that her company is Arlington-based and was created to serve its neighbors – utilizing right-fit technology and with unrivaled passion. "We are local and not encumbered with a big box," she says. "As an independent brand, we've been able to move more nimbly to get the client what they want."

Ultimately, that is the measure of success in the business world: meeting the needs and desires of customers. In fact, you could say it's what puts a company front and center.

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