

TOP AGENT MAGAZINE

Catherine Jones Coburn

by Lara C. Chapman • photography by StovallStills.com



Like any successful real estate broker, Catherine Jones Coburn, of Slifer Smith & Frampton Real Estate, wears many hats. She's an investigator, negotiator, counselor, and personal concierge 24 hours a day seven days a week. But most important, she's a life-long learner. In other words, Cathy's product knowledge defines her as a successful broker in the Vail Valley, specializing in Bachelor Gulch Village and Beaver Creek Resort in beautiful Colorado, where luxury home buyers and sellers are well acquainted with high-end real estate transactions. "For me it's all about product knowledge," says Cathy, an award-winning top producer. "I have a photographic memory which really helps me know every property in the area like the back of my hand. I work with so many incredibly knowledgeable people that you have to be at the top of your game to give them the best advice possible."

Cathy got her start in the real estate industry in 1980 after joining Keystone Real Estate in Keystone Resort. But as many agents—both veterans and novice—struggled with high interest rates and a sluggish economy, she sold her first home after just five hours on the job. Beginners luck? Not quite. Two days later Cathy sold another home which catapulted her to instant success in her early career.

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A Force in High-End Colorado Mountain Real Estate

“Those first few sales really acted as a catalyst for my continued success as a young broker,” she says. “And coming from a marketing and advertising background initially, I knew I made the right choice to enter the real estate profession.”

According to Cathy, she “eats, sleeps and breathes real estate.” Perhaps that is why she continues to be one of the nation’s top producers. The Wall Street Journal recognized her as the 5th top producing REALTOR® in the nation for 2007 and she was inducted into the Luxury Real Estate ‘Billionaires Club’ in 2008. What’s more, Colorado Biz Magazine named her ‘One of Colorado’s 25 Most Powerful Sales People’ in 2009. Today she remains an industry heavyweight as a Top Producer within Slifer Smith & Frampton. “I’ve always had a strong work ethic and desire to succeed,” Cathy says. “Some agents are happy selling a few homes a year. Not me. My passion and my priority is selling real estate. Real estate is not a job for me—it’s a way of life, and I love it.”

Along with market knowledge, professionalism,

and a rock-solid work ethic, Cathy is known for precise and efficient communication skills. “I work with buyers and sellers from all around the world,” she explains. “And I make it a priority to personally inform each and every one of them throughout the entire sales process. In fact, clients working with other agents often come to me out of frustration... they never felt informed. With me, they constantly get feedback.”

Clearly, Cathy is an unapologetic over-achieving real estate broker. She wants to be the best at what she does; and arguably—she is. But passion for real estate isn’t the only driving force at work here. “Real estate is all about the people that we work with, it’s a people business. My customers, many of whom are now life-long friends, have and continue to make my life rich and rewarding and certainly a lot more fun. I am so fortunate to live, work and play in one of the most wonderful places on earth and get to have friends from all over the world. When I eventually retire, which could be never, I will always have my friends with me to enjoy this charming place and I made it happen. That is my reward.”

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