

# TOP AGENT MAGAZINE



## THE MURPHY TEAM—OPENING NEW DOORS

After graduating college, Ron Murphy was a teacher for five years. When he was having trouble getting the teaching job that he wanted, his father-in-law, who owned a few successful Century 21 franchises, told him that he should try real estate. “He thought it would be a good fit and if I worked hard I would probably make a great living at it. I earned my license in 1980 and was one of the top agents in the company my first year. I’ve never looked back.” Ron’s been with Century 21 ever since.

Murphy quickly worked his way up in the company, eventually taking it over when his father-in-law retired. In 1993, Murphy decided he needed to make a change. “I decided that running a real estate company wasn’t what I wanted to do. I wanted to get back to working with clients.” In 1993, he sold his company to the Select Group and remained with the Select Group as a REALTOR®.

Murphy’s 33 year relationship with Century 21 is truly unique in the industry. “It’s just a great company. Nationally they have excellent training programs and they’re always on the cutting edge of technology. After being with them so many years and doing lots of networking, I’ve met many colleagues throughout the country. Additionally, the Select Group network of agents and their large relocation department have been a huge benefit to us in receiving client referrals. Now that we’re part of the Select Group, we have the advantage of all the services they offer us, such as support staff, a marketing department and a network of 32 offices, all of which have been paramount to our success.”

In 2002, The Murphy Team was formed when Ron’s daughter Jannay got her license and joined the family business. “Jannay has been a real asset to the team. The day-to-day practices within the industry are constantly changing. She can relate to that and helps implement changes, always keeping us ahead of the curve. Combined with my background and experience in the business, it’s really been a great match.” The expansion of the team didn’t stop with Jannay though. In total, The Murphy Team consists of several licensed agents and a transaction coordinator, and they work closely with their preferred vendors.

The Murphy Team has become well known in the industry for their unsurpassed customer service. “85 percent of our business is repeat and referral customers. Communication is key. Clients trust us because we ask the right questions and we understand exactly what their needs are. Our ultimate goal is an enjoyable experience for the client from beginning to end.”

And the communication with their client doesn’t end after the transaction closes. According to Jannay, “We get calls from clients sometimes 3 years out and we’re still happy to help them with anything we can. The transaction may have ended, but the relationship is never closed with us.”

The Murphy Team has been in the Top 100 for Century 21 nationwide for 11 consecutive years, currently ranking number 26 in the US. They’ve also won numerous customer service awards, including the President’s Award, and were one of the first teams to be inducted into the Century 21 Honor Society, an award which honors top producers who have also been recognized for their customer service. Both Ron and Jannay have won Five Star Agent Awards voted on by their clients and peers and are Outstanding Life Members of the Sacramento Association of REALTORS® Masters Club. The Murphy Team has also been recognized as Agents of the Month for Broker Agent Magazine. Jannay is quick to point out that for The Murphy Team, the customer service awards are the ones they truly prize. “The only way to achieve a high level of production is by achieving client satisfaction.”

Ron and Jannay are both active members of their community and are supporters of several charities. The whole Murphy Team is involved with the Susan B. Komen Race for the Cure, a charity that holds a special place in the family’s heart as Murphy’s wife is a breast cancer survivor. Through Century 21, The Murphy Team also supports Easter Seals and Jannay serves on the Board of Governors for the Northern California chapter of Easter Seals.

The Murphy Team’s goals for the future are to expand their team with the hopes that one day the next generation of Murphys will also choose to join the family business. It’s truly a career that Ron would be happy to see his grandchildren pursue. “Working as a REALTOR® is incredibly satisfying. To help people achieve whatever their real estate goal is and then to see their happiness at the end of a successful transaction, it doesn’t get better than that. It’s truly what keeps us going.” Jannay agrees. “There’s nothing better than receiving a phone call from someone you did business with in the past and finding out they want to work with you again. That’s the absolute best compliment you can receive as a REALTOR®.”

THE MURPHY TEAM  
“OPENING NEW DOORS”  
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