



# Carol Beth Buchanan-Cook

REALTOR

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**SHAHEEN  
RUTH, MARTIN  
& FONVILLE**

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**REAL ESTATE**

## Q & A

### *What is your favorite thing about your community?*

I love the size of Richmond and its surrounding counties! It's large enough to offer great culture, arts, entertainment, and sports, but small enough that it feels like a small community. It's rare that I go somewhere in the Richmond area and don't bump into someone I know!

### *What initially drew you to real estate?*

I'd built a few Habitat for Humanity homes through our church, and the construction process of homebuilding, along the marketing possibilities and opportunities for human interaction made sense for me!

### *Why is relationship building so key to your success?*

Helping buyers and sellers is like fitting a jigsaw puzzle. I'm a problem solver, and listening to what people want and need allows me to fit the puzzle pieces together.

### *How does your background bring a unique perspective to your work?*

I've lived in the Richmond area since I was two. I have a business/marketing degree from William and Mary, and an MBA from the University of Richmond. I headed up the marketing department for Ukrop's Super Markets, and then owned my own marketing company before earning my real estate license in 2000. I also have experience in the financial services world, earning my securities license and managing an office of financial advisors.

### *How has your previous experience benefited your practice of real estate?*

I've had the opportunity to learn from many talented people in the supermarket, marketing, real estate, and financial services industries. I love to learn, and try to take the lessons with me and apply them as appropriate to new situations.

### *What is your mission statement?*

To help clients accomplish their goals while removing as much stress as possible and making the process as enjoyable as possible.

### *What's most important to you in your business?*

To treat everyone honestly and fairly. To enjoy the relationships we develop. To have the flexibility to meet clients' needs without sacrificing family time. I enjoy the culture of Shaheen, Ruth, Martin and Fonville, and the fantastic balance of training/support and independence I have here.

### *How do you give back to the community?*

I am a member of The Brandermill Church (former chair of council), and I'm serving as Worship Committee Chair through 2024. I also on sing in the choir.

Together Wanda Huggins and I are cosponsors of tennis at both Midlothian Tennis Club and Woodlake Swim and Racquet Club.

In 2023, I helped found the Swift Creek Sew 'n' Sews, a new quilting guild that is part of the Richmond Quilters' Guild. This non-profit group is devoted to sharing the art of quilting and supporting the community through education and, of course, making quilts.