



# Carol Beth Buchanan-Cook

REALTOR

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**SHAHEEN  
RUTH, MARTIN  
& FONVILLE**  
.....  
**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.

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

Member of The Brandermill Church (former chair of council, and preparing to serve on council again, beginning January, 2022). I'm also on the Church's Capital Improvements Committee, and sing in the choir. I enjoy the culture of Shaheen, Ruth, Martin and Fonville, and the fantastic balance of training/support and independence I have here.