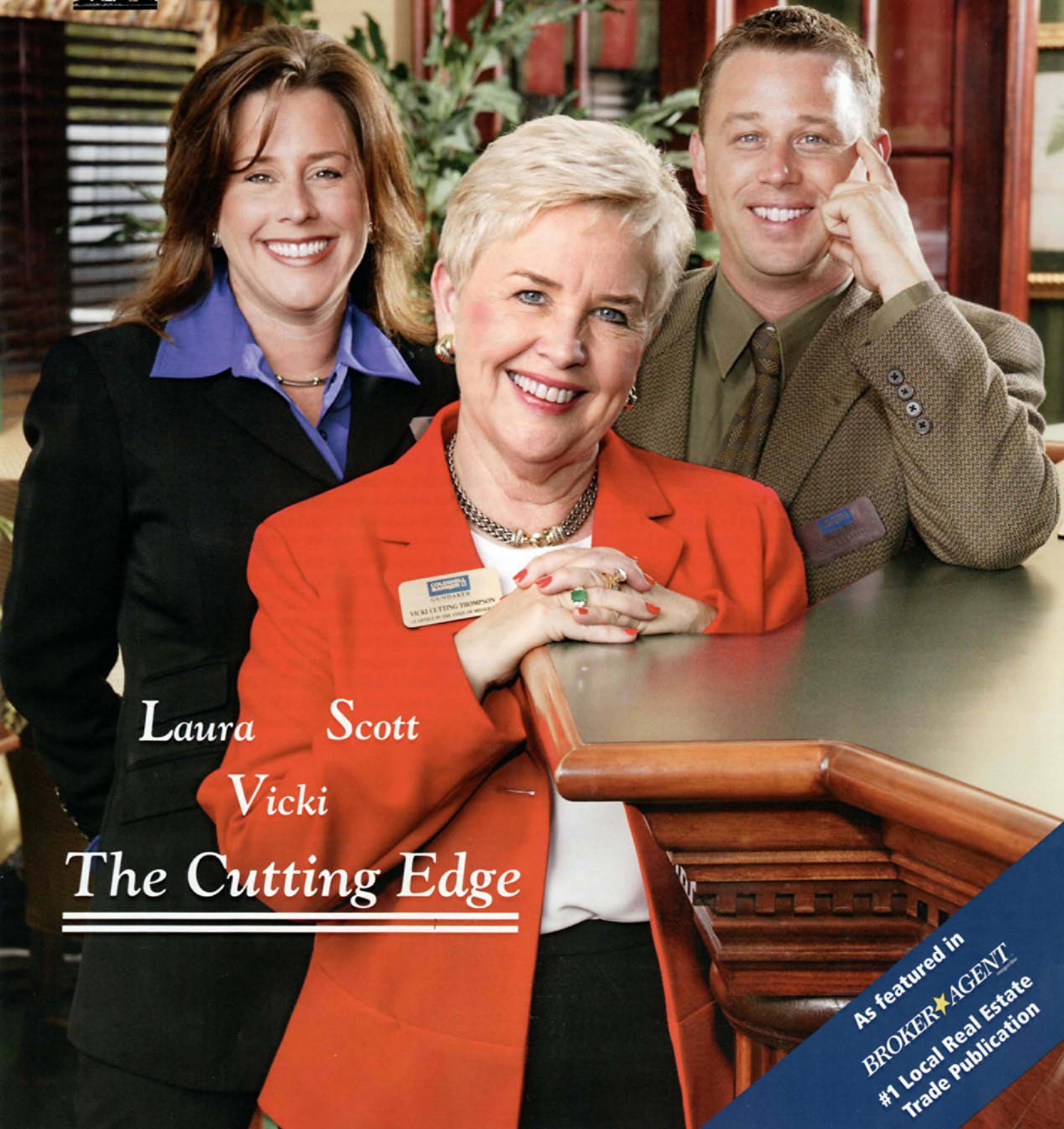


# BROKER★AGENT™ magazine



Laura Scott

Vicki

The Cutting Edge

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# VICKI, LAURA & SCOTT CUTTING

BY JULIE DARNOLD - PHOTOGRAPHY BY LARRY KATZ OF KATZ PHOTOGRAPHY



**professional  
profile**

Vicki Cutting and her daughter, Laura, and son, Scott are on the "Cutting Edge" of St. Louis real estate in more ways than one. The trio has hit upon a family secret for successfully working together out of Coldwell Banker Gundaker's Town and Country office, but Vicki still remembers her initial doubt.

When Vicki began her career in real estate almost 25 years ago, she never imagined Laura and Scott would ever join her as partners. The dynamics of working together as a family are often daunting. Vicki readily admits that remembering some of the normal sibling rivalry from earlier years raised a question in her mind. Yet, as adults, Laura and Scott had grown quite close.

"But could we all work together?" Vicki asked herself. They decided to give it a try and have really been glad they did!

Scott says, "Our clients and prospects have overwhelmingly embraced the family concept and love the idea of getting three agents for the price of one. With three of us, we are able to provide superior service and almost round the clock accessibility."

Vicki's real estate career began somewhat as "a lark." After teaching for four years and being a stay-at-home mom for six or seven years, Vicki says she was ready for some interaction outside of her home. So, when a recruiting flier from a local real estate firm came in the mail, she decided to "check out the possibilities."

"Because my husband, Stuart was a corporate nomad, we moved around the country quite frequently and I reasoned that the worst that could happen was that I would know what was going on at the closing table," explains Vicki.

She was the organist/choirmaster at the church she and her family attended, and one of her choir members gave her his listing almost right away. Because she sold this first house "fast and for cash," Vicki says she remembers thinking quite naively, "I like the way this business works."

As a mother-daughter-son combination, the Cuttings realize theirs is unique to the real estate business. Vicki says that she finds it "very gratifying as a mom" that her only two children are going to carry on the business that she's worked so hard to build. The real estate field just does not offer the same opportunity to "carry on a family business" as often as other fields do.

The "Cutting Edge" (they just couldn't resist the connection) is also unique in that they've hit upon their secret for keeping the right balance between their personal and professional relationships. When Vicki affectionately calls her son "Scotter," there's not even a hint of the normal cringing reaction that you would expect from a grown son when a loving mom slips into using a childhood name. Nor does Vicki bristle from any unintended parental disrespect when Laura or Scott casually calls their mom "Vick."

Theirs is simply an easy-going blend of both familial intimacy and professional respect - an opportunity not many parents and adult children allow each other room for in their relationships. But the Cuttings have made the diversity of their personalities and their experience lead to their success - each partner brings a great deal of sales experience to the table.

Before joining her mother five years ago, Laura managed Birger Christiansen at Saks Fifth Avenue for almost six years. "It was a great company to work for, but my career with them just didn't offer the kind of flexibility that I find in real estate," says Laura. Both Laura and Scott hold their RRES designations and are working toward their GRI designations (which only about five percent of all real estate agents earn).

Scott's successful sales career started with Ameritech, where he consistently ranked among the top five percent of salespeople in both St. Louis and Missouri. "I truly enjoyed my success at Ameritech, but I felt as though it was time to explore other opportunities," says Scott, who soon headed south to Clearwater, Fla. where he took a position selling SeaRay boats and yachts for MarineMax. After a successful five

LAURA, SCOTT & VICKI DISCUSS PLANS WITH JIM MUELLER AND KERRY YOUNGERMAN OF YOUNGERMAN DEVELOPMENT, LLC.



years there, Scott decided to return to St. Louis and start in real estate.

"I loved delivering the dream of boating to my clients, but after 9/11, I was especially eager to get home and begin my career in real estate – a business I always knew I would pursue. In fact, helping my clients find their dream home is even more satisfying to me than seeing a family leave the dock in their first boat," says Scott, who brings his knowledge of computers as well as his natural sales ability to the team.

Vicki, of course, is the experience behind the Cutting Edge. She has consistently ranked among the top 100 agents out of 3,500 at Coldwell Banker Gundaker. She also is a St. Louis Board of Realtors Super Star performer, lifetime member of the Million Dollar Club and a member of the President's Club at both Coldwell Banker Gundaker and The Henry Company, where she began her St. Louis career. She holds a broker's license along with RRES, GRI and CRS designations.

It was only after Mary Gettinger had been recruiting Vicki for more than 10 years that she decided to move her business to Coldwell Banker Gundaker and the Town and Country office. "When a company and a single office are doing more than \$6 billion and \$680 million worth of business, respectively, they must be doing something right," says Vicki. "I just couldn't ignore the market share. It's a great benefit for us as well as for our clients."

Ken Graham, a veteran real estate attorney, along with Gettinger are now co-managers, and the office at the intersection of Highway 141 and Clayton Road is on track to finish this year's production at more than \$700 million in closed transactions.

Helping clients with their new construction purchases is a source of great satisfaction for the Cutting Edge. Vicki is a member of the Jones Company Hall of Fame, and all of the Cuttings work closely with

#### SCOTT UPDATES A CLIENT'S LISTING IN THE MLS.



#### LAURA WITH CLIENT, BARBARA MURPHY, GOING OVER DETAILS OF THE CONTRACT FOR THE PURCHASE OF HER NEW HOME.

builder/developers Kerry Youngerman and Jim Mueller of Youngerman Development, LLC.

Vicki is quick to point out that she considers herself very lucky to have had two wonderful husbands who have supported her real estate career. "You just can't sell real estate effectively without an understanding spouse," adds Vicki, whose first husband, Laura and Scott's father, died in 1987. Vicki later married Jack Thompson, who constantly offers his moral support to all three of the Cuttings – even stuffing their mailers and helping out with their neighborhood ice cream truck promotions.

The Cuttings say they've had the most fun watching the dynamics play out among their clients and agree that they've been the most surprised at how fabulous the client response has been. They are growing their business in the West County corridor, but also help clients buy and sell homes in St. Louis City, St. Charles and North and South County as well.

With their production remaining consistently high, the Cutting Edge is most proud of how they've still maintained very personalized service. As Laura explains, "With three of us, it's a lot easier juggling work schedules and top-notch customer service with our personal lives."

Quite simply, Vicki sums up the Cutting Edge philosophy, "It's our family helping our clients' families." ★

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