

T R I A N G L E
REAL PRODUCERS



Colleen
Blondell

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By Chris Menezes

Colleen Blondell has had a long, successful career in sales that began in college. While she was a student, Colleen sold books door to door for the Southwestern Book Company and finished 13th out of 1,000 other sales reps. After college, Colleen went on to sell electronics with Brady Corporation where she broke the glass ceiling by becoming the first female 'Sales Person of the Year.'

When her second child was born, Colleen decided to focus her energies solely on her kids. After eight years of working part-time jobs that allowed her more time at home, Colleen entered the pharmaceutical sales industry. In only one and a half years, she became the corporate sales trainer responsible for training all the pharmaceutical sales reps and marketing hires.

Although Colleen loved the pharmaceutical industry, she wanted to get into something else. She started her full-time real estate career in 2008 and utilized the industry lull to learn and perfect her systems, presentations and ways of doing business. Since then, Colleen has found tremendous fulfillment as a Realtor, team leader for Blondell Properties and conduit for helping others. In 2015, she sold the most expensive home in all of Wake County, which was the second most expensive home in all of the Triangle's 16 county MLS, representing Concierge Auction on their very first auction within the Triangle.

Colleen has reached the point in her career where she is focusing on her team, what they can achieve together and how they can benefit the community around them. She wanted to provide an environment for successful people to be able to work part time and feel fulfilled. "I remember being a stay-at-home mom and not seeing the opportunities available to support a successful part-time career. We have that here," says Colleen. "We provide an environment where my team can make money and juggle a family, semi-retirement or other personal goals, while still being engaged in real estate. I'm very fortunate to have always had awesome people working with me who have enjoyed the environment we offer. One of my biggest priorities is to create a solid culture and fun work environment that is personally fulfilling to everyone," says Colleen.

Another way the team is reaching beyond themselves and into the community is by supporting several non-profit organizations. Alliance Medical Ministries is the biggest charity they support. Started by several of Colleen's friends, Alliance Medical Ministries supports the uninsured, working poor with a broad range of healthcare services. Last Thanksgiving, Blondell Properties sponsored the "Share the Pie" event, which raised approximately \$30K for the organization. They paid to host a pick-up point for the pies, and promoted the event on social media. Her teammate, Niccole, organized 16 local celebrities including Chris Corchiani, Joe Bunn, Penn Holderness and Caroline Sullivan, to be a part of a "pie in your face" event/video on top of the Citrix building that went viral and closed out the sales for the 1,000 pies that needed to be sold.

Blondell Properties also threw a client party at a local ladies boutique last October that donated 25% of all the proceeds to Alliance Medical Ministries. This year, Colleen is one of the chair people for an upcoming Farm to Table dinner and auction being held at the organization. She will be recruiting various sponsors, putting together auction packages and procuring donations for the event, which will be held in May.

Family is very important to Colleen. She just celebrated 25 years of marriage last year to her husband, Mark, by taking a seven-day Mediterranean cruise that extended to Barcelona and London. Mark and Colleen are always planning their next vacation so they have something to look forward to together. When not working and on vacation, Colleen enjoys golf, tennis, skiing and weekends at the beach. They have two sons: Zack and Austin. Zack is a senior at NC State and Austin is a sophomore at NC State. The whole family loves to travel and explore the world while frequently visiting family in CA, WI and NY.

broker spotlight ◀◀





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