



Holly Creek

In charge of HollyCreekHomes

"Far better is it to dare mighty things, to win glorious triumphs even though checkered by failure...than to rank with those poor spirits who neither enjoy much nor suffer much, because they live in a gray twilight that knows not victory nor defeat."

Theodore Roosevelt

Holly Creek's turning point came about in a way that might sound familiar to many people, thanks to similar experiences in their own teenage years. It's likely, however, that for them the situation didn't play out exactly like it did for Holly.

At the age of twelve, her father made a comment to her that, "if you work hard enough to earn your own money and you want to buy a car, then you pay for half and I'll pay for half." This led Holly to visualize that she wanted a pink mustang convertible. By age 16, taking a job at her family's business, she began to save money and made a minor adjustment to her ambition: the pink convertible became a new red Corvette with a T Top. What didn't change was her commitment.

Three years later, at the age of nineteen, Holly approached her father and announced that she was ready. "Ready for what?" he inquired, having totally forgotten about the comments he had made seven years earlier. Holly reminded him of his promise, and revealed the staggering sum that she

had secretly been saving all that time, much more than most people would ever expect a nineteen-year-old girl to be able to save. Nevertheless, her father was true to his word, and that brand-new 1971 red Corvette marked Holly's first realization of the power of perseverance; setting goals and sticking to them over the long term.

Married at age 19 to her high school sweetheart, and having her first daughter at age 20, the worker bee instincts that Holly inherited from her father would not allow her to be satisfied with being a stay-at-home mother for very long. While walking at Pittsford Plaza one day with her daughter, Holly walked into Snow Country Ski Shop and applied for a part-time job. It didn't take long for owners Joan and Dick Osur to see Holly's potential, and they took her under their wing and introduced her to the business world, where she learned how to manage and run a business. For quite a long time, Holly never gave much thought to being an entrepreneur, preferring instead to work at Snow Country while caring for her young child. After the birth of her second daughter, Holly opted to be a stay-at-home mother for her two children while her husband Paul worked at a rather successful corporate job that easily supported them.

Everything changed, however, when Holly was 35 and her children reached the ages of four and eleven. Paul began to grow dissatisfied with the corporate life he was leading, despite the financial success it had afforded him. After much discussion with Holly, he eventually abandoned his lucrative position in favor of starting his own business. As with many businesses, Holly's husband's venture didn't take off right away, so the family was at a loss for how to continue supporting themselves. With her husband focusing on his new business, Holly decided to go back into the work force herself.

Holly started her job search at the top, by contacting one of the most successful real estate agencies in Rochester, New York, Judy Columbus Realty. Judy was finally won over after a total of seven interviews, and she hired Holly as her newest realtor. It was in her work as a realtor that Holly's

flair for setting goals and sticking to them became her greatest asset. Because she knew exactly how much money her family would need to survive while her husband was building his business, Holly had a concrete idea of just how many sales she would need to make, and when she would need to make them. She set goals for herself on the number of houses that she sold and began to consistently meet those goals each and every month. Observing this, Judy Columbus took an additional interest in Holly and began to coach her, bolstering her confidence and coaxing her into setting consecutively higher goals.

What began as a method to start her business, tracking numbers and intense goal setting became a model to continue to take her business to even higher levels. This created an enormous amount of belief in setting and achieving goals. No matter how high Judy set the bar, Holly continued to meet her goals, and before long she was the most successful realtor in the entire office.

Holly continued to meet with success in the industry, earning various awards and consistently producing the most sales in her district, until one day she received a very rare honor: a position in the top ten producers in the entire country by the standards of ERA Real Estate, a national real estate brokerage firm. The comparatively small Rochester real estate market in which Holly operates makes this fact doubly amazing.

Today, Holly's major ambition is imparting sound knowledge of business and good ethical principles to her children.

She always fostered in them the belief that you can do anything you want if you simply have clear goals in mind to get there and work hard to consistently meet them every single time.

Holly's oldest daughter, Alixandra, was one of the country's top rated tennis players in her youth and now owns a very successful business in Chicago. Tori has followed in her mother's footsteps, and has recently relocated back to Rochester from Arizona, where she was a successful realtor.

She is now full-time on Holly's team. Paul's business took off after seven long years of groundwork and is quite successful to this day.

When asked about how she achieved her unqualified success, Holly of course cited the power of goal setting and the willingness to stick to a plan over the long term. She also indicates the importance of something that her father once told her:

"If you retire too young, that's a dangerous thing..."

Holly asserted that because of this advice, she was open to changing her entire paradigm when the time was right. Going from a stay-at-home mother to an active member of the workforce certainly qualifies as a life-altering change, and it's also something that couldn't have been done without adhering to such a credo. Yet for Holly, who had the ability to see it through to the end, it's a gamble that's paid off big time.