

BALTIMORE

# REAL PRODUCERS

INFORMING AND INSPIRING REAL ESTATE AGENTS

A full-page photograph of Lori Gough, a woman with blonde hair, smiling and standing behind a large, ornate wooden desk. She is wearing a black long-sleeved top and a black and white houndstooth skirt. The office background includes a large map on the wall, a lamp with a pineapple base, and several framed photos on the desk.

**Lori Gough**  
CHAMPION OF LUXURY

**PARTNER SPOTLIGHT**

Joseph Brandli of Pillar to Post

**RISING STAR**

Matthew Pecker

MARCH 2018



# Lori Gough

## Champion of Luxury

By Molly Lauryssens

Sometimes, in order to learn from a community, you have to create one. Lori Gough, associate broker of Champion Realty and mother of three, can certainly attest to that. Lori's son, Tommy, who is now 23, was born with Down Syndrome. At that time, Lori was not sure how to best serve Tommy's capabilities. "When Tommy was little there was no Google, and you couldn't get any organized information [about Down Syndrome] anywhere," she said. So, what did she do? She started PODS (Parents of Down Syndrome), which has since evolved into the Down Syndrome Connection. That's a sure-fire way to get information!



Photo by Maryland Photography Inc.

Lori estimated that by the time Tommy was ten or eleven, she took a backseat to volunteering and organizing. Still, she maintains her generosity to this day by contributing monetarily. She supports the ARC as well as the Special Olympics, among other charities. Giving back is clearly in the family business. Her husband, Tim, was recently inducted into the DeMatha Hall of Fame for the community service award, celebrating his philanthropic efforts.

While Lori may try to downplay her generosity as much as her accomplishments at every turn, this Baltimore Real Producer has been working in real estate since 1996. Her average sale is \$1,113,000, and 2017 was a \$33 million-dollar year.

What kind of tips does she offer anyone looking to expand into the luxury market? "You have to keep [your clients] happy. And you do that by knowing your stuff and answering the phone. You have got to answer the phone. It's amazing to me how many agents don't answer the phone."

Most clients come to Lori through referrals and word of mouth as well as repeat business. For example, she is currently listing a horse farm from a client she has worked with five times before. "They come back when you keep them happy," she noted.

According to Lori, her mentality doesn't change whether she is working on a \$250,000 condo or a million-dollar mansion. "They all get treated the same," she promised. "Plus, you have to know the local market—know the trends, keep yourself educated. Show [your clients] the data. Give them honest feedback."

For Lori, "integrity" isn't just another word to throw around. "I'm very honest, and having integrity is very important to me. I think that's what keep clients coming back; they are satisfied with the results. You get the best possible price you can, what the market will bear." In the end, that is what sticks.

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Understanding your client's needs is another crucial step. "Some want open houses; some don't." How will your marketing reflect that? Also, how will you tailor the marketing plan? "You have to tailor your marketing to reach the appropriate audience. The 70-year-old is looking at the newspaper, so I advertise in the newspaper. I saturate the market. You have to be everywhere. Because of the volume I do, I can afford that." She believes in the adage that says you have to spend money to make money.

"You have to stay on the cutting edge of how people are searching," Lori said. One time she hit the jackpot, selling a million-dollar home through one Facebook post. That's worth reading again: a million-dollar sale with one Facebook post.

It is by design that Lori only has one administrative assistant, Lorraine Ginnetti, who helps to keep her on track and organized. "She is wonderful to work with. I don't have a huge team; I don't think I ever will. That concept of having a large team just doesn't fit for me."

What is a good fit for her? The negotiation process. "I love negotiating. It's the thrill of the hunt, and I think I'm good at it!" Another thing that works for Lori is playing tennis. This helps her relieve stress and be active. She is not a gym person and loves the competitive and social aspect the sport provides.

Lori credits her mom, Beverly Rutherford, for her strong work ethic. "My mom was the only mom on the block who was always working

outside the home. She put my father [Thomas Rutherford] through dental school. Then, they bought a restaurant, and she ran that for about ten years or so, while my father practiced dentistry."

Lori claims that her inability to cook well stems directly from her youth. Why? She said that every day when she'd get home from school, she'd go to the restaurant for dinner! That was their family time. Growing up in Joppatowne in Harford County, she recognized both her parents as having a strong influence on her. "I saw how hard my parents worked, both of them. I think that's why I am kind of a workaholic, too."

After graduating from the University of Maryland where she met Tim, Lori was



working in human resources. When they started their family, her schedule became too much, and that's when she decided to give real estate a try. "I got my license when the kids were little. Tim suggested I throw a few loans his way." Tim is now the CEO of Bay Capital Mortgage in Annapolis.

Lori would love to see one of her daughters eventually join her in this field. Kristen, 25, is a recent graduate of the University of Maryland, where she studied criminal justice and is contemplating a career in forensics. Lori's youngest daughter Kellie, 20, is a junior at Lehigh, playing Division I lacrosse and studies finance. As for Tommy, he works part-time at Panera Bread and participates in the ARC employment program five days a week.

Lori has had two amazing mentors guide her along the way. Her first manager, Kathy Aymard, trained her in the beginning, when she garnered a rookie of the year award from Prudential Carruthers Realtors. Pat Savani is now her current manager at Champion, where she is the number one agent in Annapolis. Lori said she owes a lot to those two women for their support throughout her career: "They have been fabulous role models. I can't say enough good things about both of them. It is important to surround yourself with smart people, and these are two of the best in the industry."

Whether she was talking about her charitable efforts, her family, or her work, Lori was quick to praise those around her. Her gratitude really

shined through: "I feel very lucky to have the family and friends that I do."

### Fast Facts About Lori Gough

**Surprising fact:** I cry very easily ... I get emotional every time I hear the national anthem, and tears pour out of me during sad movies.

**Favorite food:** Jumbo lump crab cake and baked potato

**Guilty pleasure:** Fine wine

**Favorite music genre:** Anything from the 70s and 80s

**Favorite book:** *The Thorn Birds*

**Pet:** Bentley, a four-pound male Yorkie



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