

BUSINESS JOURNAL

Executive Profile

RESIDENTIAL REAL ESTATE: ELBERT BOOTHBY

Name: Elbert W.G. Boothby

Company: Boothby Realty Inc.

Title: President

Professional designation: Certified Property Manager (CPM), Certified Manager of Community Associations (CMCA), Certified Commercial Investment Member (CCIM)

Education: Bachelor of science in real estate finance, University of Alabama at Birmingham

Age: 40

City of residence: Mountain Brook

Career at a glance

Year started in profession: 1988

Reason for choosing profession: I am a third-generation (Realtor) – I fought it, but it is in my blood.

Career-making real estate deal: It would have to be my first – just under 1,000 square feet of office/warehouse space. I only made a couple of hundred dollars, but the thrill of the deal hooked me.

Largest real estate deal: The sale of a medical and office building on Shades Creek Parkway

To what does your company attribute its success? Personal service and hard work

How has your company's business model changed since its founding? The main changes would have to be driven by technology. It has changed every aspect of real estate – brokerage and management.

Business philosophy

Guiding business principle: Treat people as you would want to be treated. Also,

'perception is reality' – that is, if someone believes that their problem is earth-shattering, to them, it truly is.

Best way to keep competitive edge: Keep up with technology and industry trends.

Yardstick of success: How comfortably I can sleep at night

True confessions

Best business decision: To walk away from deals for the right reasons

Worst business decision: Missing out on deals for the wrong reasons

Toughest business decision: Letting people go

Goal yet to be achieved: Playing golf five days a week

Mentor: It would have to be my parents

Word that best describes you: I don't think any one word could sum it up!

Three dream dinner guests (alive or dead) at same meal: Wallace Boothby (my late father), golfer Jack Nicklaus and Socrates

Predilections

First choice for a new career: Golfer on the PGA tour

Favorite quote: 'Patience is a virtue achieved only through waiting.'

Favorite book: *Maltese Falcon* by



Dashiell Hammett, or any suspense novel

Favorite movie: 'Pulp Fiction'

Favorite restaurants: Criolla's in Florida and Sol Y Luna in Birmingham

Favorite vacation spot: South Beach or anywhere tropical

Automobile you drive: Mazda