

Power Brokers

» Whether you're buying or selling, these overachievers can give you an edge. **BY MICHELLE BATES DEAKIN**

SEASONED REAL ESTATE agents try to disabuse people of myths like the one

about spring being the best time to sell. "In real estate, spring begins on Super Bowl Sunday," says Steve McKenna, the top broker in Arlington, who sold \$49 million worth of houses last year. "The best time to sell is between the end of January and the beginning of March, because there's no competition." McKenna also sees an

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advantage to listing in late August when there are fewer homes on the market.

Like other power brokers, McKenna prides himself on providing service other agents won't. His assistants help sellers hire contractors to spruce up their homes, get competitive bids for movers, and attend inspections. "I don't want my sellers to have to do anything," he says.

McKenna dresses with almost military precision—crisp shirts, pressed pants, close-cropped hair—and he runs a tight ship, helping sellers prepare their homes for sale and making the all-important decision about pricing. "I come up with a marketing plan based on

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comparable homes, but also on demographic information," he says. "The most important thing is knowing who the potential buyers are going to be." And what they'll be willing to pay.

RANK	WEST	AGENCY	SALES IN MILLIONS	DEALS
1	Brigitte Senkler	Coldwell Banker, Concord, 978-369-3600.	\$81	80
2	Donna Scott	Coldwell Banker, Wellesley Hills, 781-235-6885.	\$65	57
3	Steve McKenna	Bowes Pennell & Thompson GMAC, Arlington, 781-645-0505.	\$49	100
4	Deborah Gordon	Coldwell Banker, Brookline, 617-731-2447.	\$49	41
5	John Petrowsky	Hammond GMAC, Cambridge, 617-497-4400.	\$49	54
6	Hans Brings	Coldwell Banker, Waltham, 781-893-4400.	\$46	117
7	Steve Levine	RE/MAX First Choice, Northborough, 508-735-4663.	\$45	118
8	Merle Winer and Matthew Montgomery	Hammond Residential GMAC, Chestnut Hill, 617-731-4644.	\$43	67
9	Gladys (Pebble) Gifford	Coldwell Banker, Cambridge, 617-864-8566.	\$39	24
10	Michael L. Durkin	Carlson GMAC, Marlborough, 508-481-7880.	\$38	82

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