

►► rising star

noelle

CRADDOCK

Photography by **Michelle Stevens**, Artistique Photography

Opt Real Estate

This month's Rising Star, Noelle Craddock, Opt Real Estate., comes to us highly recommended by Top Producer, Evelyn Rosling, Cascade Sotheby's International Realty. Evelyn told us, "Noelle embodies the traits of a great agent. Honest, earnest, hard-working, positive, and giving and takes excellent care of her clients. She and her husband, Bob, are simply wonderful people." With a recommendation like that we were thrilled to learn more about Noelle!

When did you start your career in real estate?

I got my license in 2016 and began my career working with a solo agent for the next 18 months, focusing on client care/events, marketing, and transaction management. I'm grateful for that time as it allowed me to be immersed in the day-to-day real estate activities and also provided a more comprehensive perspective about the business itself. Having bought and sold many properties personally up to that point, I understood the business only from a consumer standpoint, so it was beneficial to see behind the curtain for the first time and have the opportunity to learn the ropes quickly by just jumping in!

What did you do before you became a REALTOR®?

I spent 15 years in human resources at the downtown law firm, Lane Powell, which helped foster a heart for people and allowed me to gain and grow a strong set of administrative skills that served me well when I left to open my own home décor store in Oregon City called Real Deals on Home Decor.



Following those years of retail merchandising and customer service, I also worked for several years as a design consultant for Paulson's Floor Coverings, helping clients with remodeling and new construction projects.

Then more recently, I attended design school when I realized I could serve my clients at an even higher level if I were able to bring my experience and love of design alongside my real estate business to form a full-service offering. It was an easy decision since these industries naturally complement each other and share a passion for people and the spaces they occupy.

What's your favorite part of being a REALTOR®?

There are a lot of things I enjoy about being a REALTOR® but I will try and summarize it by using four Ps:

PEOPLE – Simply put, having the privilege of serving people well and exceeding their expectations. There is nothing better than a happy and appreciative client, especially if it results in a new friendship.



PROBLEM SOLVING – I’m thankful that each transaction and client is unique so there is rarely a dull moment with many opportunities to think outside the box and creatively work towards solutions with my clients and colleagues.

PARTIES – I love to spoil my people, so throwing a good party (where even my friends and family come) is definitely one of the things that brings me joy as a REALTOR®. Client events have created wonderful times for me to connect with my special people face-to-face, so I have missed this fun part of my business during the pandemic.



PERSONAL – I really enjoy owning my own business and the creative freedom that comes with that. Being able to operate, brand and market my business in a way that resonates and reflects who I am is personally rewarding.

What has become the most rewarding part of your business?

Along with the many personal rewards that come with my business, working with first-time buyers ranks at the top for me (especially those in their 20s – maybe because my own daughters are in that age range, and it hits close to home). Our current market has been especially difficult for buyers so when we finally get to the finish line there are few things that match that moment of excitement and joy when they open the door to their new home sweet home for the first time. Key day is truly the best day even if it means I go through withdrawals and miss them once I’m not seeing them daily anymore (spoken like a true mom...ha!). I’m glad to be in a season of life where I can spend the time necessary to be patient to get the best results for my clients no matter how long it takes.

Conversely, in this market with sellers having a competitive advantage, having the opportunity to present a custom plan to list their property and then be chosen and trusted to execute it (especially if they have interviewed

“
Home is
where you
hang your
heart.
”

other agents) is very rewarding and allows me to prove my value.

I try to never take for granted the reality that clients have choices and choosing me to represent them is inviting me into their lives and entrusting me with one of their biggest assets, so that always deserves my very best in return as well my gratitude.

What is your biggest challenge as a REALTOR®?

Knowing that homeownership is one of life’s more valuable investments, whether someone is buying or selling, makes me take my role and responsibility to heart. As a result, I find myself challenged with trying to find a healthy balance between work and



my personal life. This business can be all-consuming at times and sometimes it's hard for me to establish reasonable work hours (especially when I'm primarily working from home). Also being more relationally driven, I've had to learn to let things go and not take them personally which I have found is easier said than done.

What creative business practices have you implemented during the pandemic? (And do you feel you'll stick with some of them, moving forward?)

In early 2021, I created a community website, blog, and social media pages so that I could promote and support local small businesses in our city. I also wanted it to be a resource for our residents and a platform to highlight some other marketing campaigns I was already doing in my neighborhood. It is more community-focused with the hope of gaining more exposure for my brand and services as well. I definitely feel like it has created a lot of goodwill and business connections so it's here to stay!

Are there any charities or organizations you support?

Yes, we support quite a few organizations but there are two local ones we are actively involved with. The first one is Every Child Oregon (originally Embrace Oregon) and they mobilize the community to uplift children and families impacted by foster care. We specifically volunteer monthly at Foster Parents' Night Out (FPNO) with our church community group. It's a late afternoon/evening of programmed activities for the kids so their parents can have a night of respite. We also support Portland Central Young Life monthly and participate in their annual golf tournament and Fall banquet. PCYL is a group of people who serve the city by being involved on campuses for Jesus. Young Life all over the country thinks kids are incredibly valuable and believe that they deserve to know what life can hold for them.

Tell us about your family. Any pets?

Bob and I are college sweethearts and have been married for 31 years. Bob was a youth pastor in the early days but currently works for Compassion International, an organization dedicated to helping children in developing countries escape poverty. Because of the nature of his work, we learned early on the value of owning a home and the return that investment can provide, so we became consummate real estate junkies long before I was an agent. It has been part of our fabric and something we've enjoyed as a couple, but it was also important to have continuity for our family. So even though we have lived in several different places over the years, 18 of those years were spent raising our family in the wonderful community of West Linn, and then three years ago we moved across the river to enjoy empty-nesting in Oregon City.

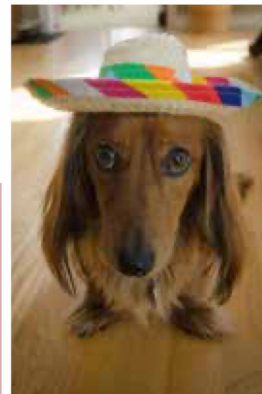
We have two darling daughters.

Kaelee (26) is a graduate of OSU and is following in her dad's footsteps of nonprofit work as a career. She moved to Houston this year to work as a residential coach at a home for women rescued from sex trafficking. Emily (22) is in her final year at Corban University where she is studying graphic design and is currently also working with me providing social media support for my community site.

Completing our family is Buddy (11), our long-haired Doxie. A faithful companion and roadside warrior when I'm in my other office also known as my car!

What are your hobbies and interests outside of the business?

I really enjoy riding and caring for horses so when I'm able I lease from a local stable. I love to browse house plans and redesign them hoping to build again. We also recently purchased our first investment property and now I've caught the bug. Hallmark movies are always a staple in my hobby diet, and speaking of diets, going out to eat is one of my favorite pastimes. I always enjoy a good novel and strive to be a constant learner so I'm quickly becoming a serial podcast listener. We like to travel as a family, with Bob being a seasoned traveler and the girls sharing his sense of adventure and the "love-to-travel" gene. I'm the least traveled of the bunch but often serve as the in-house travel agent for our family and friends which I really enjoy. New activities on the agenda for this year are snowshoeing, pickleball, wine-tasting, and learning how to play poker!



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