

Another RE/MAX Landmark Success Story-  
Christy May RE: Planning, Home & Lifestyles  
By Kathleen O'Brien

Christy May has been described as positive, confident, upbeat, professional and knowledgeable with a 'can-do' attitude—qualities the best agents possess, qualities clients covet. Christy exemplifies these traits along with a strong desire and willingness to match potential properties with buyers and lifestyles.

With fortitude, Christy listens, researches, formulates, then acts—much as she has done her whole life. “I love to figure things out and operate from understanding. Maybe it comes from my background.” A high achiever, like her entrepreneurial parents, Christy unknowingly began mapping her professional life when at age 9 she made \$2,200 one summer raising and selling tropical fish to the local pet store. “My Marble Veil Angelfish had babies, and I asked the pet store if they wanted to buy them. They did, and after that I read up on breeding fish and continued to sell them. Since I grew up in a household of self starters, it was a natural path for me. My mother owned and ran three businesses—an ad agency, a professional placement firm; and a stock-car racing track. Though my dad had a job at Westinghouse and ran Mon Duke Raceway, he was also looking to launch new ventures. Many of these involved real estate. I remember when a teenage night club encountered permitting issues, he made a nice profit from the land purchased for the venture. I learned early that the economy is based on real estate.”

Christy earned two undergraduate degrees—one in Perception and one in Marine Bio Chemistry. “I wanted to be Jacqueline Cousteau. Really! But when I discovered myself sitting in a lab compiling data, I wandered around finding out about projects and took on communications, grant, and reports to Congress for many important projects at the University of Miami's Rosenstiel School of Marine and Atmospheric Science. Then I changed my focus to communications.” she says with a smile in her voice. Her Boston University Masters Thesis, “Perception and Motivation to Action” is often referenced. She owns and operates DM Communications, a strategic marketing and communications firm which publishes Broker Agent Magazine and offers interactive online training programs for pre-foreclosure planning for real estate agents and owners. Before focusing on real estate, she held positions in production and promotion at Channels 5, 4, and 56. She was Marketing and Advertising Manager for a major multi-system cable TV operator and an international trade show company. She was also responsible for numerous customer satisfaction programs for leading companies. She produced interactive online training programs with the National Training Council in Real Estate and Asset Protection and became a Certified Real Estate Investor and Counselor.

At home, Christy became involved in a 40B development in Westwood, where a 30-acre parcel adjacent to her house was up for an inappropriate development. Christy, who always loves to learn things from the inside out, became active in learning everything she could about what was to happen on that 30 acres. She enlisted the help of the neighbors and was able to keep that property intact and played a part in establishing the Westwood Land

Trust. During this time she developed a passion for understanding development and how the real estate industry works and decided to get her license. “I love thinking and learning about development and highest and best use of land. We are fortunate enough to have a truly smart development of over 4 million square feet and 4,000+ residential units happening near the Westwood Train Station. This multi-dimensional development is spot on current desires and lifestyles. I love the practice of real estate—all aspects: land; understanding the laws, the people and lifestyles; utilizing the Internet; seeing marketing plans come to fruition with a meeting of minds and a happily-closed transaction!”

True to her beliefs that learning must be the beginning of anything new, Christy decided to become a publisher for Broker Agent Magazine while she launched her real estate career. The day Christy obtained her license is the same day she signed the contract to publish the magazine. “It was through the magazine that I came to understand how real estate all comes together—the agents’ role, the brokers’, the attorneys’, title companies’, buyers’, sellers’, insurers’ and lenders.’ In planning for the feature stories, I have the most wonderful opportunity to get to know the most successful agents and brokers and chat about what makes them so. And, now I feel more confident in my approach. And I have met key people to my own success. I don’t have to tell BAM readers that good relationships with others in the industry is of utmost importance.”

There are dozens of ways to practice real estate and many different business models and broker deals with agents. Christy chose RE/MAX Landmark for the commission structure and the important reasons that “Steve and Sally Koss were the most thoughtful, knowledgeable and hard-working brokers I have met, and I met hundreds. The office is full of the most remarkable and helpful agents and operations are very flexible. I can work residential and commercial, and still specialize in land trusts, estates, and planning. Steve and Sally are very helpful and open to creative ways to look at things. Sally has an ad agency background, too! This setting allows me to be most effective for my clients.”

In addition to her residential listings, Christy has 211 acres in Granville, as well as nearly 100 acres for sale in Westfield, MA. And Subway sub shops has enlisted her assistance in identifying 30 new sites in next quarter and 300 over next year in Suffolk and Norfolk counties. “This requires a transportation planning background to focus on proximity and traffic flow--expertise I’ve acquired over the years doing transportation programs.”

She works with Joe Delaney in her office on both of these major projects and they never forget about the personal aspects of the business. Her personal experience includes working closely with stressed individuals dealing with life changes, divorce, downsizing, probate, and estate/real estate planning. Her business experience includes best-use land planning, understanding of historic homes, parkland, farmland, waterfront, wetlands, siting, facility and development law.

When not selling real estate, publishing a regional real estate magazine and immersing herself in a constant learning experience, Christy loves to ski and golf. Her community relations experience is intertwined with involvement in town comprehensive planning. She has served Westwood as representative to the Transportation Advisory Council and

member of the board of OPEN. Her regional involvement includes participation in Metropolitan Area Planning Council programs. She was a candidate for Executive Director of the Rose Kennedy Greenway. Her planning thoughts have helped direct best use of many properties. She is a member of the Neponset Chamber, South Shore Chamber, Downtown Women's Club, two real estate boards and the Women's Council of REALTORS®.

Christy has one daughter who attended Canton and Westwood Schools and who graduated from Dana Hall and Carnegie Mellon University. She has two stepsons who live nearby and operate Quality Connections in Foxboro. Her new husband, Glenn, works at Starkweather and Shepley in Westwood and doesn't seem to mind the hard work and long hours. "Christy manages to convey the dynamics and excitement of what she is working on and she is way more engaging and fun than reality TV!"

Contact Christy if you have thoughts ideas or would like to work with her. She believes in referrals and in working with other agents and professionals.

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