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**MARK SCHECTER &
MARK BAUGHMAN**

**THE MARKS OF
EXCELLENCE TEAM**





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The MARKS of Excellence Team

► realtor team

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Palmieri's Photography & Video

The 2008 financial crisis revealed many people's true colors. And for most, it wasn't pretty. In real estate, while many agents were jumping ship or digging their heels in the dirt and becoming bitterly competitive with each other to fight over scraps, Mark Schechter and Mark Baughman did the opposite. They showed loyalty, united, and formed The Marks of Excellence Team at RE/MAX Traditions where they provided a boutique style, white-gloved experience to clients and other agents.

"There is often ZERO loyalty in real estate. We believe that you need to have this in order to be successful. We are loyal to our partners, to our clients, and to other agents, to provide the best service that we can in a transaction," says Schechter.

A story that best exemplifies The Marks of Excellence values occurred in 2011, when the market was at its lowest point. They had a client who was short selling a home in Chardon and didn't realize they needed to sign their final papers before going out of town. They didn't have a cell phone. So, Schechter ingeniously skip traced them to Cincinnati, to a relative's house, who got them in touch with another relative, who finally found them and told him their whereabouts. Schechter and Baughman drove nine hours and when they showed up the clients had no idea why they were there. They closed the deal and made \$325 each.

"Those clients needed that house to close just as bad as we did," says Baughman. "They were able to end that chapter in their lives and that \$325 was actually a lot back then when the market was bad."

That level of loyalty, and meticulous care and attention, has continued to pay dividends for The Marks of Excellence team



ever since, just recently earning them an A+ rating from the BBB, in addition to many other awards and recognitions. While Schecter and Baughman make a great team, blending their two different personality types has been a challenge.

“We have been told that we act like best friends and fight like an old married couple, which is true!” says Schecter. “You just need to navigate through the bad, have open discussions and arguments, vent your frustrations, and move on to fix the things that are wrong. This is why I believe we have been able to keep our team together for the past 10 years. We have found that perfect blend of technology, charisma, attitude, pride, and respect to create what we have today.”

It is true that there is more that unites them than divides them, especially when it comes to their past. Before joining forces, they were both top producing real estate agents and were both RE/MAX Hall of Fame recipients at separate times (and again later as a team). Even before entering real estate, they were both heavily involved in sales, construction, and were on the path of becoming lawyers as well. Perhaps that’s why they tend to argue with each other?

Schecter started his sales career by selling Kirby vacuum cleaners, a “door to door grind” as he would put it, and eventually became a manager at a local business, selling high-end esoteric audio and video products to consumers and area businesses. He then started buying and flipping distressed properties, which became a natural transition into helping other people find homes. Just as he was

beginning to take off in real estate, he became a candidate for the Cleveland Marshall School of Law. While balancing his growing success with the long, winding road that goes into the practice of law, Schecter ultimately chose to stick with what he really knew and loved—real estate.

Baughman was on the road to becoming a lawyer while in college. However, by the time he graduated in 2006, the market was hot and he decided to join his stepfather, a residential and commercial builder for over 50 years, to sell new construction instead. This is where Baughman learned his love for building, remodeling, and home selling. In fact, Baughman and Schecter still rehab homes together on a contract basis for investors to this day.

Perhaps the biggest attribute that has led to the success of the Marks of Excellence team is their genuineness as people. In the end, they are just two guys who are committed and thankful to their families, who have supported them through all the late-night phone calls, missed dinners, and times when sticking with real estate seemed like a crazy idea. The ability to be themselves at all times and form real bonds with everyone they work with is their true mark of excellence.



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