

# Cover Story



Next year, Gwin Realty LLC will celebrate their 20th year on Peavine Road! With humble beginnings in a one-room office in the BP station on Peavine Road, Gwin Realty was the only realtor on this road, which has since become a major artery for the record-setting growth of Fairfield Glade.

Gwin operated their firm in the early days with a grand total of three agents, including their founder, Frances Anne Gwin.

"In that first year of operation," Mary Helen McHugh said, "we had a grand total of 21 transactions. It was the beginning of a steady pattern for us that has shown constant growth year after year."

To date in 2005, we have processed over 200 transactions. Four years after first opening their doors in 1986, Gwin Realty moved their business to 5731 Peavine Road, the same location the firm boasts today. By then, they had

grown to three agents and broker Frances Gwin. "My initial job was working part-time closing the books every month," Mary Helen said. "This was a good situation for me since accounting had been my major in college and I had my two young daughters at home."



Gwin Realty had no secretary back then, no computers, no MLS, no fax machine and no receptionist. "What we did have," she said, "was a beautiful new office, dedicated agents, the best location in the county, and the determination and mind-set to be the best real estate company in Cumberland County."

In 1993, recognizing a need to expand the company again, Gwin Realty founded Tennessee Mountain Golf as a division of the real estate company and started

providing golf packages to golfers from all over the country. "We also offered property management and vacation rental services – opening yet another division of Gwin Realty," McHugh added. We knew we would fill a need and bring buyers to the area. In 2002, after being associated with the company since its inception, Mary Helen McHugh purchased the company upon Mrs. Gwin's retirement. Mary Helen was the firm's principal broker/manager at the time of sale.

As the company continued to grow, Mary Helen saw the need to expand – adding five new offices to the back of the original building in 2004. "Today we have eleven agents and six administrative employees," she said. "Along the way, Tennessee Mountain Golf has mirrored the real estate growth. It is the largest golf packager in the region."

Today, Gwin Realty Management manages over 100 homes and condominiums for both long-term rentals and nightly vacations.

While Gwin Realty and its divisions have enjoyed phenomenal growth over the past two decades, many companies have come and gone. Their organization and controlled growth has made them a model for success in the industry.

What started as a tiny blip on the map has grown into a full-service agency that serves Crossville, Tansi and Fairfield Glade and has a long list of clients who trust no one else to handle their real estate needs. Despite their steady pattern of growth over the years, their philosophy of providing superior service with integrity and professionalism that puts the needs of the customer first has never wavered.

"It has never been our goal to be the largest," Mary Helen said. "We have had ample opportunity to add agents over the years. But growth without planning often brings about more failures than successes." We have a track record to protect," she added. "For us, we measure our success only our way - with results."