



# Real Estate's Only Remote Job Didn't Exist. So She Created It.

## **Marguerite Martin**

Tacoma Real Estate Agent,  
Creator of [MovetoTacoma.com](http://MovetoTacoma.com),  
Co-founder of Channel253

Leadership

Forbes



Every client deserves to work with an expert," she says. "The old model asked one agent to serve everyone. My model asks: who is genuinely the best person for this specific client, in this specific neighborhood? And then I make that introduction.

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# Three Trends She Saw Coming

*Martin has been telling agents for years that the rules are changing. Three shifts, in particular, define what success looks like in 2026.*

- 1. Experts win.** Generalists are losing ground to agents who build deep knowledge in a specific geography or client type. Buyers and sellers can tell the difference, and they're choosing accordingly.
- 2. Network capital beats transactional capital.** The agents who will lead the next decade aren't the ones with the most listings – they're the ones with the most trust. Trust compounds slowly, built through consistent presence in a community, not just when there's a deal to close.
- 3. Civic credibility is a competitive advantage.** In an industry with a reputation for aggressive and predatory tactics, genuine community investment is a differentiator. Martin has built her entire brand on the idea that a real estate professional can show up for a city on its own terms — and that the business will follow.



"Being the best agent in the city isn't enough anymore," she says. The 21st century is rewarding something different: leaders who build ecosystems instead of empires, who make the whole community stronger, not just their own bottom line."

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By **Aparna Rae**, Contributor.



Martin at a train station in Tacoma, WA

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