

# CAPTAIN & Co.™

REAL ESTATE LLC

➤ brokerage  
spotlight

## MEET CAPTAIN & CO. REAL ESTATE, LLC

Not pictured, Ashley Monroe and Gina Powell, Rhony Imperial

“IT IS THE SET OF THE SAILS,  
NOT THE DIRECTION OF THE  
WIND, THAT DETERMINES  
WHICH WAY WE WILL GO.”  
– JIM ROHN

Since its launch in 2019, Captain & Company Real Estate LLC has unfurled its sails and has set a course to establish itself as a premier boutique brokerage in the Memphis market.

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Fara Captain and Marissa Madonia

At the helm is a dynamic changemaker who believes in building an inclusive environment in both the real estate industry and in the City of Memphis. Fara Captain, broker/owner, currently ranks in the top 2% of REALTORS® in the Memphis area, and she most recently was announced as a Crusader Newsmaker by RISMedia for her allyship efforts to educate on inclusive practices and standing for Fair Housing.

Mrs. Captain's journey to educate on inclusive practices started in 2015 when she was face to face with a situation that unraveled the racial tension that our city faces. In 2019, the Memphis Chamber of Commerce listed Captain as a Young Memphian Honoree for wanting to impact change in Memphis. She was featured as a leading Memphian in Faces of Memphis by Style Blueprint. She was recently on the front cover for the Residential Specialist magazine, as a young CRS making a difference. In 2020, she was honored as Executive of the Year by the Memphis Business Journal for raising the bar in the real estate industry and paving the path with her newly founded company.

As she quickly rose up the ranks, becoming the top Solo Producer of the Midtown Crye-Leike office from 2014-2018, it was evident to many



that Captain was emerging as a leader who had a vision for something slightly different than anything Memphis has seen before. She felt a tugging at her heart for more. "I looked around at other brokerages and couldn't find anything that matched exactly what I wanted to do, so I decided to create it."

The vision was to design and spawn a brokerage model providing agents with the highest level of "hands-on" mentorship possible as well as the most inclusive and collaborative environment in the Mid-South. "The real estate industry standards are set too low, we have to be better as a REALTOR® community. From low agent performance to creating welcoming places for our agents and our clients, we can be so much better as an industry. My hope is that we are able to lead by example." Captain & Co. is one of 21 brokerages that have earned the "C2EX Endorsed Brokerage" in the country. As a national real estate speaker and instructor, Captain hopes to raise the bar of not just Captain & Co. agents but agents within the Memphis community and across the country.

Captain says she initially steered away from the name "Captain & Company" as to not detract from the mission of the firm, but in the end, found her fortuitous last name made for a great branding strategy. "It truly is not about

me. My goal is that as a brokerage, it is all about the team, their growth and cooperative collaboration."

This collaboration model has attracted some of the best agents in the city, something Captain is proud of. "We are consistently in the top 20% of brokerages in town. We grew from five agents in 2019 to 11 agents today, and we are continuing to grow."

"I love the coaching and mentorship I receive here," says Shannon Dabney, who has been an agent with Captain & Co. since May 2021. "Fara takes time to develop you. The only way you won't make it is if you don't want to."

Their goal is to find "those agents who align with our goals. We don't want agents who have a 'me' mentality, but those who believe in open-mindedness, have an open heart and are interested in a collaborative environment. We don't rank our agents amongst each other, we don't post who the top agents are within our firm. It's not about ego, it's about collaboration."

Marissa Hertzog-Madonia, who is the Co-managing Broker and operates as Captain's right hand, agrees. "I was attracted by the growth mentality and support for everyone. It is a very cooperative office where we all celebrate each other."

Captain believes all agents deserve individual coaching. Captain & Co. has essentially two components to mentorship:

**SUPPORT** – For agents who have been in the business for a while and simply need support so they can find a work/life balance. "Some seasoned agents want to grow financially but need assistance with systems. Captain & Co. provides administrative tools that allows the busy REALTORS® to focus on what they do best without getting bogged down by the back-end administrative tasks.

**GROWTH** – For agents who need more mentoring, Captain takes a hands-on approach. "I don't know any other brokerage that is as hands-on as we are."

From these two foundational components springs three "anchors" that are interwoven in the fabric of the company: Anchoring Love, Anchoring Agents, Anchoring Memphis.

Under Mrs. Captain's leadership, they are determined to give back to the Memphis community one home at a time. The company's vision is to give back to the community through volunteering and community outreach. "Each one of our agents identifies a charitable organization or passion they want to give back to. It's part of our culture." One of their Give Back Goals by 2023 is to build one home a year for a Memphis family in need. Captain recently created a sister company Anchor Love LLC. The company will focus on building more affordable homes in the Memphis area. In 2020 after having her second child, with her "downtime," she completed her course work as an Emerging Developer through the Real Estate Diversity Initiative through Urban Land Institute and simultaneously completed her Diversity and Inclusion Certification with eCornell University. Captain hopes to combine her civil engineering education, construction management skills, her recently sharpened developer skills and passion for equity. She will be a cohort member for the North Poplar Project and will be building affordable cottages in the next two years.

Captain herself cares deeply for the Memphis Community and sets an example for her agents to follow. She currently serves as the incoming TN Residential Real Estate Council State President, the Women's Foundation of Greater Memphis – Grants Committee, MAAR Governmental Affairs, Incoming Vice Chair for the Tennessee REALTORS® Diversity Committee and serves as a MAAR Education Foundation Trustee.

In her spare time, Captain is working on building community within her own walls. Captain loves to enjoy date nights with her husband, spend time baking gluten-free and dairy-free goods with her daughter, and screaming on the top of her lungs with her future heavy-metal singer son.

"We are all in this together. When we start to believe in community over competition, we start to raise our industry, our agents and ourselves."

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