

## **Inman Realty LLC dba Century 21 Gold**

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### **BBB Accredited since February 2006**

"A Helping Hand." That simple phrase is Realtor Bobbie Gene Inman's slogan to let customers know she can assist them with making their home dreams a reality. After working with Wal-Mart for 25 years and retiring as a general manager, Inman became a licensed Realtor in 2002. She opened Inman Realty LLC dba Century 21 Gold in April 2004. She was proud to qualify and accept an invitation to BBB Accreditation in 2006. "BBB Accreditation gives my business an extra demonstration of professionalism. It helps to separate my business from others and enhance my reputation."

Inman says that professionalism is more important than ever today, with so much negative publicity about the real estate industry in general. "BBB Accreditation emphasizes that I uphold ethical business practices daily," she says. "I have received customer referrals due to my BBB Accreditation. Customers check with the BBB and learn that I have made that ethical commitment. Clients know that if I do make a mistake, I'm going to stand behind my word and make it right. "

Inman represents clients and properties throughout several central Kentucky counties. She works with her husband, Larry Inman, former coach of the Eastern Kentucky University Lady Colonels basketball team. "His slogan is 'The Retired Coach with A New Approach'," Inman says. They both value the services the BBB provides to the public...the reliability reports on businesses, the charity review program, the dispute resolution program, and consumer and business education. Inman believes benefits businesses and their customers.

"When people ask me why it's important for businesses to be BBB Accredited, I tell them that the BBB helps maintain standards of truth in advertising in the marketplace, and those standards are supported by local businesses," she says. "The BBB helps businesses promote higher levels of ethics in meeting and exceeding customer expectations. Who doesn't want that in today's marketplace?"

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