



DONNA Bass

POSITIVE ENERGY & PURPOSE

So much more can be achieved in life through positivity. With that spirit, a person has the energy to face difficult situations and find a way to move forward more quickly. That's one of the many gifts that Donna Bass brings to her work in the business.

As broker/owner of The Company Realty Group, Donna has a reputation for bringing boundless, positive energy to her interactions — in turn, creating success for those around her. “It's very rewarding to have a part in helping people buy a home or investment property, which is creating wealth,” says Donna with a smile.

Donna got a very early start in real estate after she graduated from UNC Chapel Hill in 1998. “I was told by a close cousin of mine to get my real estate license, and I did! Best decision EVER!”

Through time, Donna's career kept thriving. She worked in corporate America for 14 years, loved it, and experienced tremendous success. She was the director of operations for the East Coast and employed people in six states with global manufacturing companies, and she found this job to be extremely rewarding, very hard, and very time-consuming. “Having people depend on me for work, to pay bills, feed their families ... could not be taken lightly, and I put all my heart and soul into making sure I could deliver what people need most in this county ... and that's a job.”

As if working 60-100 hours a week on salary while having two assistants was not enough, Donna also continued selling real estate through the years on a part-time

trailblazer
Written by Dave Danielson
Photography by Flavi Huff Photography



Donna at a home she sold in 2020 - the 6th highest sales price in the Triangle that year

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basis. In 2017, she decided to leave corporate America and go into real estate full time. Her success has been remarkable. Donna has reached almost \$88 million in sales volume since 2017, with closing \$28 million of it in 2022 — all of this without any assistant or assistance. Donna shows all properties to clients, does all of her own paperwork, sets up all closings with attorneys, follows up with all clients, sends out closing gifts and even takes cute SOLD pictures and videos with her clients to post on social media.

The path to reaching those lofty results is paved for Donna by her heartfelt love for her work and her commitment to her clients’ needs. “At the end of the day, it means the world to me when someone says, ‘Thank you for helping me,’ or ‘Thank you for helping my family’ — it feels so good,” she says.

Although Donna does not get much downtime away from work, the little time she has is spent doing CrossFit (she coaches at CrossFit RDU), playing golf, planning a yearly cancer fundraiser in remembrance of an amazing friend that benefits local families, playing the piano (classical is her favorite), shopping (collects purses, shoes and jeans), playing cards and spending time chatting and hanging with her sisters, Sandy and Lynn, and her mom, who still calls her almost every day to check in on her. Her family is very supportive, but they do want her to get more rest and relaxation because she has earned it!

As Donna looks to the future, she does so with a deep, sincere interest in the lives of those around her.

“It’s important to me to deliver that sense of personal care to the people who I have an opportunity to work



with,” Donna says. “I always encourage people to contact me anytime whenever they have a question. I do not have office hours! I’m here to answer their calls ... to be there for them while making life-changing decisions and most likely making the biggest purchase of their lives! It means a lot to me when I have people who keep coming back to buy or sell with me. Means I’m good at my job!”

Donna’s energy is definitely contagious. And it’s all based on a genuine level of caring for the people she comes in contact with each day. “My energy level isn’t from caffeine; I do not drink coffee or tea, but can occasionally have a soda,” she smiles. “My energy level is on high most of the time, and I think that really helps. It transfers to my clients and helps them to not get discouraged in crazy markets, which can happen.”

Donna channels her positive energy in efficient, client-centered ways that help them reach the next milestones in their lives, helping them create wealth along the way. That is as positive as you can get.



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