

# TOP AGENT MAGAZINE



## JENNY STALLINGS

With a background in marketing and building, and an in-depth knowledge of technology, when Jenny Stallings decided to pursue a career in real estate, her extensive and diverse background seemed almost tailor made to be successful in the industry. “At the time I was in a job that I did not find challenging. I always loved design and architecture, and seemed to have an eye for what makes a home stand out. I said to my husband one day, “Do you mind if I get my real estate license?” and he thought it was a great idea. In 2013, I joined Harry Norman, REALTORS® and became Rookie of the Year that year. In 2015, I was number one in my office and number 14 company-wide. So, I think it was a good move, as it’s definitely felt like a rocket launch.”

This year her husband, Scott, got his license and joined the Dream Homes by Jenny team at Harry Norman, REALTORS® where they specialize in buying and selling residential real estate in the Metro Atlanta area. In just three short years, Jenny has already established herself as not only a top producing agent, but one with a reputation for integrity who provides truly unsurpassed levels of customer service. “My clients know I have their best interest at heart and that makes them very comfortable. I’ve had several clients ask me if I was ‘ever going to let them buy a house,’ and I always tell them I will when it’s the right one, as I named my company Dream Homes by Jenny for a reason. This is a large purchase for most people and if I see something that’s not right, I’m going to ensure they know about it before making their decision. I have a trust factor with my clients and that gives them a lot security.”

Jenny is big on communication not only during the active transaction, but after as well. She uses technology to stay in touch, but she loves nothing more than real personal contact and is always picking up the phone to see how her clients are doing.

Jenny takes a comprehensive approach to marketing her listings, with a real focus on making a great first impression. “You only get to make one first impression so I place a lot of effort upfront preparing and staging the home to create stunning photos and marketing campaigns. Ninety percent of all homes are bought

and sold by pictures before the buyer ever sees the home in person. If the home in the photos isn’t appealing, they won’t even want to see the house. I spend a lot of time with clients staging and preparing for the photos. Then, I go room-to-room with the photographer making sure it’s set just right. Once I have what I need to capture a buyer’s eye, I then create luxury marketing materials, including virtual tours, brochures, websites, and more.”

Jenny is actively involved in her community and considered by many to be the neighborhood broker, always keeping people informed on the industry and the market. Through Harry Norman, Jenny and her husband, both avid DIYers, volunteer regularly with Habitat for Humanity®.

Jenny would like to see her business continue to grow, while always maintaining her stellar reputation for providing an unparalleled experience for her clients. “More and more people are realizing the importance of what we do, and I want to continue changing people’s perception of what they should expect from a REALTOR®. I know it sounds like a cliché, but I love what I do so much, that it doesn’t even feel like a job. I work harder and more hours now than I ever did in technology marketing, but it doesn’t feel like it since it’s so rewarding.”



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