

TOP AGENT MAGAZINE



JENNIFER PATTERSON

Top Agent Jennifer Patterson is a force to be reckoned with in the Triangle region of North Carolina. Selling in the counties of Chatham, Durham, Orange and Wake, Jennifer was named one of the Top 25 Realtors in the area by the Triangle Business Journal in 2017, having sold over \$35 million in real estate

in the past three years alone. Focused, civic-minded, and deeply knowledgeable (she is also a CPA), Jennifer brings an impressive level of value to each and every one of her grateful buyers and sellers.

Jennifer began her adventures in real estate back in 2005, when she was working as a property manager, overseeing her family's many investment properties. "My father and mother had purchased forty properties in South Carolina in order to create a nest egg for retirement. I knew I had to help him and help our family. It just made sense." Now working with respected agency Fonville Morisey Realty, Jennifer has firmly established herself as a Realtor who truly cares about her clients, and works hard to help them achieve their real estate goals. Her extremely genuine approach has endeared her to her clients, which has translated into a business that is based more than 70% upon repeat and referred clients.

When asked what she believes inspires such loyalty in her customers, Jennifer grows thoughtful for a moment before replying. "I think it's because I'm all about developing relationships with my clients. My business is very much relationship-based, and if the transactions follow, that's great. But my goal is to become their Realtor for life. I'm very passionate about helping them achieve their goals, whether that's buying or selling. It becomes my mission." Jennifer's CPA experience also benefits her clients greatly. "I'm able to use my business acumen to help them succeed," she explains.

Jennifer also employs a comprehensive, multi-pronged approach to marketing her listings, which has consistently resulted in quick sales for top dollar. She utilizes professional photography exclusively, and works with a professional Appraiser to design floor plans with measurements. Custom-designed marketing materials are created, and her staging team provides free consultations prior to the home being listed. When the home is ready, Jennifer makes sure it has a robust online presence. "I treat the listing as if it's a live performance," she explains, "and we really need to do our preparation in order to perform well during the listing period."

Jennifer is well-known for her philanthropic heart. "For each transaction, whether it's a sale or a purchase," she says, "I will donate money to Food for the Poor, which builds well pumps for villages in other countries that desperately need water." For transactions over \$1 million, Jennifer will donate \$3,600 to another organization that builds homes in other countries for needy families. "One of the things I love most about my job is the gratifying aspect of being able to give back, while helping folks achieve their dreams," she says. Jennifer also gives back to the real estate community, and she is currently the Assistant Treasurer for the Orange Chatham Association of Realtors.

When she's not working, Jennifer enjoys hanging out with her husband of twenty-five years, and their two daughters, who are eighteen and twenty. "One of my daughters is a freshman at North Carolina State, majoring in aerospace engineering. The other is a junior at the University of North Carolina School of Arts, studying filmmaking," she says, her pride obvious.

The future looks bright for Jennifer, who plans on continuing to grow her business so she can help as many people as possible. She also plans to continue refining and improving her already exceptional client service. "I want to continue to harness my energy so I can better help my community, and to assist as many people as possible with achieving their real estate goals," she says.



For more information about Jennifer Patterson,
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