

TOP AGENT MAGAZINE

SEALY HARGROVE



Before becoming one of Auburn's premier Realtors®, Sealy Hargrove had a successful career in Interior Design. "In 2005, our family had an opportunity to move to Auburn and I thought it would be the perfect chance to switch careers. With my background, I had quite a few friends who were Realtors® and the business had always intrigued me. It just fit perfectly with a lot of my interests. So, in 2006 I got my real estate license and I haven't looked back since."

Four years ago, after several years with one of the area's most successful teams, Sealy struck out on her own, and since doing so, has seen her business grow exponentially. "I learned so much being on a team, and I was able to take everything I learned and incorporate it into my own way of doing things, in a way that has proven to be remarkably effective." Sealy is with RealtySouth's Auburn-Lake Martin office and she has naturally evolved into specializing in the lucrative Lake Martin market.

Key to Sealy's success has been her focus on providing an unsurpassed level of service that makes each client feel like they are her only one. "There is a lot of competition out there, so I always want my clients to know I care about them and that I'm never too busy for them. That's really crucial".

Sealy not only builds strong relationships during the active transaction, she also works hard to maintain those relationships after closing. "It all boils down to showing people that they aren't just a commission check to you. You are there

for them long after the closing because you truly care, and you touch base with them from time to time just to ask what's going on in their lives. I try to stay in touch through handwritten notes, phone calls, and other personal touches." Sealy's devotion to her clients has been rewarded with a 95% rate of repeat and referral business.

Another way Sealy goes above and beyond is with her comprehensive marketing packages. "When I get a listing, they all get the same top-notch marketing package. All of my listings, whether it's an entry level condo or a million dollar home, get professional photos and video. Then I get the listings out on all the major websites, social media and some print media as well, so they get maximum exposure."

In addition to client relationships, Sealy feels strongly that it is important to build relationships with other Realtors®. "Even though we work as independent contractors and we are licensed with different real estate companies, it is important that we work together as a team toward one common goal... That goal is to do what is in the best interest of our clients and see the transaction through to closing as smoothly and stress free as possible."

Sealy couldn't be happier with where she's in her career, but knowing that there is always room for improvement, she is consistently working to grow her business in order to better serve her clients. "I absolutely love what I do and I want to be successful for my clients. It's tremendously exciting to help people move on to the next phase of their lives. Helping them achieve their real estate goals keeps me motivated. I couldn't ask for a more rewarding career."



To learn more about Sealy Hargrove call 334-444-4527,
email shargrove@realtysouth.com or visit sealyhargrove.realtysouth.com