



The Keys to Guiding You Home

by Janette Tucker

Local real estate agents have the inside track to guiding you to your dream home. One of the up-and-coming stars of the Lake Norman Area is Tammi Simmons-Juengst. She has been in real estate for four years and has been a top producer, as well as “Rookie of the Year.” Her outgoing personality and her passion for others have helped her unlock her true potential. She has truly embraced her mission: “You are what you believe” has been a personal philosophy for me and has helped shape the path of my life. It merely states that you envision who you want to be, where you want to go and chart the steps necessary to get there. I stay energized because there is something so gratifying about helping someone get what they want and being the person to help them on what is most likely the largest purchase most people make. It is a great responsibility as well as an honor to be the one guiding them through the process.”

We asked Tammi about the challenges she faced in the rise of her career and she shared, “When I was a new agent, the biggest pitfall you have is inexperience. In such a highly competitive business, I found the greatest way to overcome that hurdle was to associate myself with a company that was agent-driven and education-based. Keller Williams has been, and continues to be an instrumental element in my professional life. I believe very strongly in education, and our company was founded on those principals.”

“You are what you believe”

We also asked her about the importance of having a mentor in her profession, “Unfortunately, I didn’t have one. However, I did have two agents I highly respected (who) were willing to be there when I needed guidance and have been instrumental in

helping me achieve my goals.” Tammi also explained that she recently spear-headed facilitating the mentor program for the Mooresville Keller Williams office and she also teaches classes to new agents. She shared how this has impacted her career: “Wow! It is such an amazing feeling to give back to an industry that has given so much to me. I must admit that I had to be coerced into teaching because it was outside of my comfort zone. It has become one of the things I look forward to most. It is very gratifying to be able to help others avoid the stumbling blocks so many of us had to overcome.”

Tammi says that one of the biggest keys to success in her field is networking. “Networking is a huge part of real estate! I am involved in the PTA for both of my children, my church, and go to various local Chamber events. I am a member

of the Action Alliance group (a Business Networking International group), I stay in touch and still network with members of a group I was a member of in the past, vendors I use within my business – and PAST CLIENTS! They are truly the greatest relationships I have. My goal is to build and earn a lasting relationship with a client by the time we have closed on the sale or purchase of their home.”

“My goal is to build and earn a lasting relationship with a client by the time we have closed on the sale or purchase of their home.”

She also talked about the importance of having a support system in place: “The support I receive from my wonderful husband, Bruce, and my two boys, Drew and Blake, add to my being able to do what I do. They are all a part of my business. Bruce has an IT background and maintains all of my office systems and software, and ensures all is running smoothly. Drew and Blake spend time with me putting up signs, delivering brochures and flyers, as well as touring homes and taking pictures. I also have an assistant, Gisele, who is an invaluable asset to me. We work really well together and she can read me sometimes before I say it.”

Finally, we asked Tammi how she deals with those days when things don't start out right, especially in a business in which keeping the customer happy is key and she shared with a grin, “It is a matter of envisioning who you want to be (bad days and all!) and being that person. Stress breeds stress, negative energy breeds negative energy...and believe me when I say that stress is the last thing I want to project onto my clients. They look to me to keep the stress level down, so I really don't have a choice but to leave all the mood zappers in my life behind and put on a happy face!! On days like you mention, I actually look to my business to help me let go of all those wacky things that can make you crazy! Can you do anything but laugh when you start the day off with coffee spilled on your



pants, the dog tracking mud through the house, the kids arguing, a forgotten date book, or simply having a bad hair day? Laughter is the ONLY medicine for a day like that, as juggling a family and career certainly brings a lot of days that start or end just like that.”

Key Questions for Your Real Estate Agent

1. How long have you been in the business?
2. Do you have an assistant or support staff?
3. Do you have a marketing plan?
4. Do you have a lender, inspector, handyman, etc. who you can refer me to?
5. How will you keep in contact with me during the process, and how often?
6. How many homes have you listed and sold in the last 6 months?
7. What is the average time on the market in our area?
8. What listing price do you recommend and what is it based on?
9. What are the fees I will be paying? What will I net after the sale?
10. Do you have a performance guarantee? If I/we are not satisfied, will you let us out of our listing agreement? You want an agent who will let you out of your listing agreement if you are not satisfied with their service.

Fashions come and go...
but solid insurance coverage
lasts and lasts...

Call today for a free quote!

**GRIFFIN
INSURANCE AGENCY**

Mooresville	704-664-9111
Lincolnton	704-735-6974
Denver	704-483-4383
Statesville	704-871-8002

**Nationwide®
On Your Side™**
Auto Home Life Business (Mut)

Nationwide and the Nationwide trademark are federally registered service marks of Nationwide Mutual Insurance Company. On your side is a service mark of Nationwide Mutual Insurance Company. Nationwide Mutual Insurance Company and Affiliated Companies. Home Office: Columbus OH 43219-0001