

TOP AGENT

MAGAZINE

KELLER WILLIAMS REALTY



Ann
Crow



A Taste of Southern Hospitality

Speaking to Ann Crow is just like speaking to an old friend – even if you’ve just met her. “My grandmother used to say ‘I’ve never met a stranger,’” shares Ann with a cheerful chuckle. “And I haven’t either!” It is this uncanny knack for fostering a connection with her clients that makes the seasoned REALTOR® such a joy to work with. After over two decades in the industry, the charming and warm real estate professional has as much passion for the industry as when she first acquired her license. Her engaging and upbeat attitude is contagious. In a market where the media propagates a doom and gloom approach to real estate, Ann’s sunny disposition and positive attitude is refreshing. Her dedication to the complete mastery of her craft has placed her amongst the best of the best in local real estate. There is something else Ann cultivates as well: good old-fashioned integrity.

Deborah Blue, Team Leader and Managing Broker at Keller Williams Realty Atlanta North praises Ann’s prowess as an agent. “I have had the pleasure of working with Ann Crow as a colleague as well as being her Broker. Ann Crow is the epitome of a professional REALTOR® and brings such

passion and enthusiasm to her business. Ann has been a tremendous asset to our office as a colleague, mentor and serving on the Agent Leadership Council by ranking in the top 20% producing agents. Ann is more than a ‘Top Agent’ she is phenomenal!”

“This industry is all about relationships,” says Ann warmly. She certainly knows a thing or two about relationship building. The majority of her business comes by referral from her extensive network of ecstatic clients. Her clients range from first time homebuyers to luxury clients whose homes carry price tags in the millions. She says with a gracious chuckle, “well – I am very proud of my southern heritage. It’s an attitude; it fosters building a more intimate relationship with people. It’s about hospitality. And I will be more than happy to help anyone who needs my services regardless of price point and location.”

Molly Christman and Jeff DeSalvo first met Ann when Molly’s parents recommended the vibrant REALTOR® to the young couple. Eighteen years ago, Ann had sold Molly’s

parents their home. “We spent several eight-hour days over the span of three months looking at easily over 100 homes in person. Ann tolerated our ‘quest’ for our perfect home with a smile on her face throughout the entire process. With her extensive experience and knowledge of the Atlanta area, she knew what we were looking for from day one, but put up with our resistance to moving to the suburbs. In the end we found our dream home exactly where she predicted . . . in the suburbs,” shares Molly. “Our days began with a smile and a hug. Ann was always on time and excited to get the day started. Her organization made our days run smoothly by having appointments called in ahead of time and having our entire route planned before the day began. By the end of the day, we’d be exhausted, and Ann would be energized and ready to go meet with her next client!”

Molly and Jeff were educated on everything related to home buying, from the actual structure of the home, landscape, and location and school systems. The couple was so impressed by Ann’s caring and thoughtful attitude. They were made to feel like family and didn’t hesitate to invite her to their wedding.

The top agent’s impressive resume boasts a number of professional designations that she has obtained over the years including: Accredited Buyer Representative (ABR),

Certified Residential Specialist (CRS), Graduate REALTOR® Institute (GRI), Sellers Representative Specialist (SRS) as well as Certified Luxury Home Marketing Specialist. She is a firm believer in education and its value in the professional arena.

As such, Ann employs a wide variety of methods to market her listings and make sure each house she is selling has ample visibility. One of her strengths is marketing to other agents directly. Her reasoning for this tactic is simple. “I market heavily to other REALTORS® because they are the ones with the qualified buyers.” In addition she always promptly returns any calls she receives and makes it very easy for fellow agents to look at any of her properties. Ann’s ideal transaction can be summed up by a simple phrase: win-win. In other words, she works towards the best possible scenario for all parties involved. To achieve this goal, she counsels her clients on “facts not fantasy.” Ann always makes sure that there are no surprises and her clients expect no less. Another detail involved in the win-win philosophy is maintaining a great relationship amongst her peers.

“I believe in working together with my fellow agents to the benefits of our clients. It’s not about us, after all – it’s about the client. When we come together at the negotiating table it’s a meeting of the minds and we are working together.





We shouldn't let our egos get in the way of what's best for the customer."

"Ann Crow is absolutely one of the most honest and ethical agents I have met in my 35 year career in real estate," shares Carolyn Nichols of Carolyn Nichols Homes. "She is very knowledgeable and even though she is representing either the buyer or seller she is always fair to all parties involved in the transaction. She is a person of her word which I am sorry to say is very rare in this industry. Anyone working with Ann is in the most capable hands possible. I would not hesitate to recommend Ann and she will always be the first one I call for any of my real estate needs."

Ann was born in Chattanooga, Tennessee and moved to Atlanta in 1964. She laughs, "I consider myself almost a native!" Ann's husband was quite the entrepreneur and prior to finding her niche in real estate, Ann worked with her husband in the various enterprises he was involved in. Her main priority was raising their two sons.

It wasn't until 1987 that Ann finally found her true calling when her brother suggested she try real estate. She took to it like the proverbial duck to water. "I knew right away," shares Ann. "It felt so natural and I felt it was my comfort zone."

Now, the only thing stronger than her passion for her career is her passion for her family. Her two granddaughters travel

often to dance in Irish dance championships and Ann travels with them whenever she can. Her two grandsons are the "little men" in her life. "They, like my sons, are the most important men in my life and I have to try hard to keep up with them!"

"I am my family's biggest fan...it doesn't matter what they are involved in. I am right there for them," Ann says affectionately. Her family is her greatest joy and blessing.

Ann also enjoys the simple treasures in life, like getting together with her friends. "Good friendships are like jewels and as you get older, they are more important than ever. Even if my profession is demanding, I make the time to get together with my friends. We will go to dinner, watch a movie or simply enjoy each other's company."

When asked what advice she would impart to other agents who are new to the industry, Ann ponders. "If you truly want to be successful, this cannot be a part time job. Make a business plan and stick to it. Learn as much as you can from other agents, shadow them. In this day and age, with all the technology and education at your fingertips there is no reason that you cannot succeed. But you have to make that commitment. This is a wonderful profession."

There can be no doubt that the future holds many more years in real estate for this charming southern REALTOR®. "I tell all my clients that I will be there when their children and grandchildren are ready to buy homes, I'm waiting for them! I will be doing this until they take my driver's license away," laughs Ann. "But even then, I joke with my granddaughter that she will have to drive me around to show homes!" Knowing Ann Crow, she will do just that and continue to dish out more of her special brand of southern hospitality.

Ann Crow

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