

TOP AGENT

MAGAZINE



Brenda Storey

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The Storey of Success

by Jaymi Naciri • Photography Stephanie Pulliam

Native Atlantan Brenda Storey moved 18 different times in a matter of a handful of years. Most people would have developed anxiety about the idea of a new place all the time. But Brenda instead developed a career path.

“Apparently I had real estate in my blood and didn’t know it,” said Brenda. “All those moves paid off, because I saw what different agents did—and didn’t do. It really helped me determine the kind of agent I wanted to be.”

Namely, Brenda decided that being knowledgeable and gaining expertise were every bit as important as being honest and earnest. So when she earned her license, she set out with the goal of establishing herself as an agent whose skills and integrity were offered in equal measure. Judging by her incredible accomplishments over the past two decades, she has more than met her objective. Brenda has been the recipient of the prestigious Phoenix Award from the Board of Realtors, is a candidate to receive the rare Double Phoenix Award this year, has been the No. 1 Top Producer in the Northeast Atlanta Metro Association of Realtors, and has been one of Communities Magazine’s Top 100 Agents in all of metro Atlanta many times.

Unlike agents who build their careers slowly and gain momentum as they learn and grow, Brenda’s early success

was the product of her determination, enthusiasm, and work ethic. Her first year in the business, she did \$4 million in sales as her passion for real estate—and for helping buyers and sellers achieve their real estate goals—began to reveal itself.

“I loved real estate from the very beginning,” she said. “I was working for Harry Norman Realtors, which is the No. 1 company dealing with the upper end of the market in the Atlanta area, and the office was very traditional in that you were required to put in floor time and answer the phones. Because I was new to the business, I didn’t really know how things worked, so I would take floor duty for anyone who didn’t want it, and I ended up getting a lot of clients that way.”

Today, Brenda’s established presence as an industry leader and 20-year record of success is utilized at Storey Morrow Company. The company, which is owned by Brenda’s daughter, Kipley Morrow, specializes in relocation and offers a full range of real estate brokerage services including an REO/Foreclosure Division.

“Shortly after college, Kipley went to work for a national relocation company, and was hired away from there to work in Home Depot’s corporate relocation division,” she said.



Brenda and her daughter Kipley Morrow



Brenda and her son Kevin Storey

“While she was there, Home Depot asked her to go get her Broker’s License. Once she did, she Brokered the department, which gave her the experience needed to run her own successful company.”

SMC is an active partner in the Partnership Gwinnett initiative, fully committed to doing their part to strengthen the economic vitality of their community. They are proactively working with fellow partners in education, healthcare, government, and business to help implement Gwinnett’s Community and Economic Development Plan. SMC is pleased to lend its knowledge and expertise in real estate and relocation services to attract new industry, jobs, and the best talent to Gwinnett. They are proud to support Gwinnett County Public Schools, the Gwinnett Hospital System, and other major employers throughout Gwinnett in their recruitment efforts, partnering with them as their premier relocation service provider. They take great pride in helping employers of all shapes and sizes enhance their recruitment efforts and customize relocation packages to meet their unique needs. As the company’s Sales Manager, Brenda plays a large role in maintaining the high level of service they expect; as their Premier Agent and an accredited Relocation Specialist, she also continues to provide excellent service to her clients, most of whom are returning clients and those friends, family members, and associates they refer to her.

“I have a lot of relocation clients, and a good portion of my business comes from prior clients,” she said.

Ask one of those prior clients, and it’s not hard to figure out why they continue to come back to Brenda for additional services and spread the word to loved ones.

“I have known Brenda for about 16 years, and she has helped me buy and sell 12 homes across America,” said client Leonard Stahl. “She is one of the most professional real estate people I have ever had the pleasure of meeting. She is very effective, she knows the market and the area better than anyone I have ever met, and she goes far beyond what is necessary to make sure you are satisfied and your needs are met. She is really an amazing lady.”

Brenda works tirelessly to meet her clients’ needs and provide them with excellent service from the moment they become clients through the close of escrow, however her attention to detail and to their needs doesn’t stop at the end of a transaction.

“I keep in touch with all of my past clients through mailers I send four times a year, and I send out a calendar every December,” she said. “People I have worked with call me from all over the United States after receiving it, and throughout the year when they are buying or selling a home. I love being able to remain in the lives of my clients, and am never more proud than when I get a call from someone I worked with previously who wants to work with me again. I just helped a client sell his home because he was moving out of the area. It was the third time we worked together, and he told me when he left, ‘We’ll be back, and we’ll call you.’ That is always very rewarding.”



Brenda with her grandchildren, Zoe, Amber, Ansley and Chase

Brenda manages her large client list and services all of them with the utmost attention to detail while balancing family—she also has a son, Kevin, a builder, who is Vice President of Atlanta’s Storey Residential Properties, and four grandchildren, Amber, 15, Zoe, 11, Ansley, 4, and Chase, 2—and other interests such as Namar (North Atlanta Metro Association of Realtors) and the Gwinnett Children’s Art Center, for which she is a past member of the board—by adhering to a meticulously organized schedule.

“That’s the key to being successful in real estate: good time management,” she said. “With everything I have going on, I have to stay organized and use my time wisely. I keep one calendar in my purse, one home, one in my office, and I coordinate and update everything each night.”

Fortunately for Brenda—and for her clients, who are the beneficiaries of those skills—her ability to expertly handle multiple listings and responsibilities simultaneously comes naturally.

“I remember when I was just starting out at Harry Norman, my broker telling me that she wished she had my organization skills,” she said. “I considered that a real compliment.”

Today Brenda is in a position to pass on the compliments, and the vast knowledge she has gained over the years, to the agents in her office. Lesson No. 1: never think you’re done learning.

“In this business, every day is different and every day is a challenge,” she said. “I tell my agents, ‘Don’t ever think you

know everything, because you learn something new every day.’ You learn how to work through different situations, how to work with different types of people, and how to overcome obstacles and find solutions.”

Brenda needs only to use herself as an example of someone who, despite her 20-year career in real estate, is still learning.

“In today’s market, we’re seeing some lease purchases for people who haven’t sold their house,” she said. “We have never had to do them as often as we are now, and I wanted to be as prepared and knowledgeable as possible personally, as well as provide an opportunity for my agents to get an upper hand in this area, so we hired an instructor to come in and teach us the proper way to do them. I really believe that if you have a strong desire to succeed, are willing to work hard, and are able to go with the flow and change the way you do business when necessary, you will rise to the top regardless of what is going on in the market.”

Take it from someone whose 18 moves taught her that when it comes to great real estate representation, there is no substitute for service. Work with Brenda Storey, and you are bound to have a happy ending.

To reach Brenda Storey, call (404) 558-6475,
email Bfstorey@charter.net
or visit www.brendastorey.com.
