

TOP AGENT

MAGAZINE

*Carrie
Malone Moore*



Carrie Malone Moore: A Passion for Success

by Michelle Llamas • photography Mike Moreland

Carrie Malone Moore proves that you can't judge a book by its cover. At first glance, Carrie is hardly what one would imagine as a typical REALTOR®. Described as "cute, vivacious, spunky and friendly" by some of her most loyal clients, this dedicated agent certainly blows all preconceived notions about real estate professionals out of the water. An outstanding personality coupled with a genuine drive to achieve complete and total client satisfaction is what makes the Atlanta based agent a force to be reckoned with.

Cherry and Bruce Baumgartner recognized that undeniable spark in Carrie. "The fact that Carrie was a resident of our neighborhood was what initially drew us to her. We felt she would have a handle on the market pulse for the Riverside area," shares the couple. She was there with them every step of the way, providing expert advice and assisting them with the arduous task of preparing the home for sale. Sifting through nearly three decades of memories was no small feat for the couple. As a result of Carrie's phenomenal dedication and professional guidance it only took a few short weeks to close on the Baumgartners' home. "Through it all Carrie was there to calm us, when things got rocky, encourage us when we felt down and celebrate with us when the papers were signed! Would we use Carrie Moore to sell our property if we did this all over again? Absolutely!"

In what many consider a depressed market, Carrie walks to the beat of her own drum. She creates her own market. At Keller Williams Realty First Atlanta, Carrie is a lifetime member of the Million Dollar Club in recognition of her outstanding performance. The irony is that one of the hurdles Carrie faces in her career is the fact that her apparent youth hides her wealth of experience. What many don't realize is that Carrie has been actively servicing real estate clients for over a decade and her top-notch service has earned her a fantastic reputation amongst her peers. The majority of her business is garnered through referrals from past clients.

The secret to Carrie's success lies within her love for the business. When speaking to the veteran real estate agent, there is no mistaking the passion she has for her career and her clients. "I am 100% committed to real estate. I am a full time, full service agent," says Carrie. "I started at the bottom and consistently worked hard to get where I am now. I am not afraid to walk in the mud or get my hands dirty."

Aimee and Matt Wilson have seen first hand how hard Carrie works for her customers. "Carrie Moore worked with us on both the sale



and purchase of our home. Throughout the entire process Carrie was professional, diligent, and motivated. The house sold for full asking price in one month!”

Carrie aggressively searched for a new home for the couple. The pressure was on; they needed to close in 2 months as the Wilsons had a new baby on the way. Despite expecting her own baby, Carrie viewed homes with the couple one week before her son, Max, was born and two weeks after while still answering e-mails and phone calls.

“She did not miss a beat,” say the Wilsons. “Carrie kept us on track by reminding us of the priority list we had informed her of. She was not going to let us purchase outside of that criteria. Being a veteran of real estate, Carrie knew it was easy to get awed by brand new construction or a perfectly staged home. She always asked us the right questions to know if we should immediately rule out a house and brought us back to our long-term goals.”

After finding the perfect home in only one month, Carrie then facilitated the closing on both homes in one day. Now, Carrie isn’t just the couple’s agent, she is their friend. “We recommend her to all of our friends and anyone that needs an agent who is dedicated, knowledgeable, and whose personality makes a somewhat painful process seem effortless.”

When Carrie’s clients choose her as their REALTOR®, she takes them through every aspect of the transaction personally. “I have a very hands on approach to doing business and I don’t pretend to be more than I am. I am very honest and straightforward with my clients, even if it means advising a prospective client against buying or selling their home. I couldn’t sleep at night if I knew there was something wrong with a transaction,” she affirms.

When asked about her area of expertise, Carrie smiles. “Quite honestly, I stick close to home. I like to specialize where I live and my husband and I raise our children. There is a danger in spreading yourself too thin.” The counties of Cobb and Fulton are where Carrie concentrates her efforts and she has become the expert on the numbers and the local markets.

Carrie also employs a proven marketing strategy that has been improved throughout the years and includes the use of a professional home stager, heavy Internet marketing and holding open house events. “When I first acquire a listing I bring the stager to my client’s home and have them work

together on getting the home ready for being put on the market. Before I even put the home on the market, I put the word out to my extensive network of friends, past clients and fellow agents with each home I am selling.”

Christian Weyrauch, one of Carrie’s loyal clients speaks fondly of Carrie, whom he has affectionately dubbed “Care Bear.” “Working with Carrie has always been a pleasure. I have purchased three properties using Carrie’s services, and will continue to use her as my buying agent on my future property purchases. Being an investment property buyer, Carrie has done an outstanding job keeping me informed of the best places and properties to purchase in Atlanta. Her attention to detail is superb!”

Originally born in Chicago, Carrie moved to Atlanta in the 1980’s. She considers Atlanta her hometown. She attended the University of Alabama where she acquired her BA in Communicative Disorders. “Although, I ultimately did not end up with a career in the field, understanding different types of people and the art of communication certainly helps me in what I do today,” Carrie says. “Sometime in the future, I would like to get back into the field, perhaps in a volunteer





capacity – something that would help the community.”

After graduation, Carrie got a job as a receptionist at a commercial real estate company. She observed the agents and what they were doing as well as the income they were making. The seed was planted. After working in the research and marketing department of another commercial real estate company, Carrie decided that she would acquire her license and try her hand at residential real estate.

The young REALTOR® then began to carve a name for herself in the Atlanta real estate community. “Since I had begun at such an early age, I had to work extra hard at developing a sphere of influence. All of my friends were also young and not many of them were in the market for a home.” However, Carrie forced herself to go out everyday and work hard and have utter confidence in her abilities. “Real estate has taught me to push my own boundaries and to get over any fears of putting myself out there,” says Carrie with a smile. She genuinely feels she has become a better person as a result of her profession.

Not only did real estate bring her a better sense of self, it also put her in touch with her husband of several years, Scott Moore. “We met through a mutual friend while I was working at the commercial real estate company,” Carrie says fondly as she recounts the memory.

Scott, a commercial interiors builder, has nothing but the highest praise for his wife’s work ethic. “Having a knowledge base in new homes sales, new condos in addition to existing homes and resales, makes her very well rounded in the field. Also having a previous carrier in marketing commercial properties, handling a commercial marketing budget and experience with a hotel developer, makes her a strong

marketer of any product. She has an extensive network of home repair people, mortgage brokers, surveyors, appraisers and a husband with 23 years of construction experience at her disposal gives her an edge that many brokers don’t have access to!”

When asked about community involvement, Carrie smiles and says, “my community is my family.” She is a dedicated mom to daughter Ava and son, Max and a loving wife in addition to being a stellar agent. “We are very grateful to have what we have, we are very fortunate to have lovely children, great friends and a beautiful home. We enjoy inviting our friends to our home to enjoy it with us.”

“What drives me?” Carrie ponders the question before responding without a doubt in her mind. “The fear of failure drives me, I want to be successful. It keeps me motivated. I want my children to have more than I had; I want to be a good mom and to be respected for what I do. That is what drives me. I have always known I was meant to be where I ended up – and I know there are many more good things to come.”

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