

TOP AGENT

MAGAZINE



Collette McDonald

The Natural



Experience, professionalism, integrity and honesty – these are some of the traits that anyone making one of the most important investments of their lives would want their real estate agent to embody. Their dream agent would also be warm, caring and open while possessing the tenacity to make sure the client’s best interests were always at the forefront of the transaction. Top it all off with an earnest heart felt passion for making each and every client’s home ownership dreams a reality and you have a veritable real estate all star. That dream agent is Collette McDonald.

She has a special flair and talent for real estate that has earned her the respect of her peers and the loyalty of her clients. Lauren DiNatale and Denny Ramsey are two of those loyal clients. “Collette has been wonderful to work with. We knew entering into a tough real estate market we needed a real professional to help us sell our property. Without even asking, she provided us detailed analysis of the market and the area. She not only advised us on price, but also offered up valuable information about the changes that we should make to make the house more attractive to potential buyers. Once we developed an update strategy for the house, Collette provided contacts for several competent, reliable service professionals to choose from and also met with them on our behalf when our schedules would not permit us to be there. It was just so easy, thanks to Collette. We sold our house in 4 weeks when most of our competition was sitting after 4 months!”

Unlike many agents who view real estate as a part time venture, Collette throws herself completely into her business and it shows. In her first year of being licensed with Coldwell

Banker Atlanta, she was recognized as Rookie of the Year. Now, Collette has over a decade of sales and marketing management experience in the real estate and telecommunications industries.

Her consistently stellar performance has earned her recognition for her craft. Currently ranked in the Top 1% of Coldwell Banker Atlanta, Collette is also a lifetime member of the Million Dollar Club, International President’s Circle and International President’s Elite. She was also named one of Atlanta Magazine’s top REALTORS®, has been the #1 individual agent in the Coldwell Banker Atlanta Sandy Springs office and continues to exceed her clients’ expectations.

As a negotiator, she is second to none. “There are many different personalities in this business,” Collette shares. “You have to be a chameleon and to know how to properly deal with many different agents. I do my homework on my peers and make sure I know how to best handle each and every negotiation.”

In fact, while Collette has a smile that can light up a room, she is no push over. “I am like a bulldog when it comes to representing my client.” She shares an instance where her negotiation skills made an impression. “I was representing the seller in a particular transaction. The buyers were intelligent people but they were not represented by another REALTOR®. I always strive for that ‘win-win’ situation but not at the price of compromising my client. In the end, the buyers felt slighted and frankly, they were very upset with me.” However, after seeing how well Collette fought for her client, those very same buyers contacted Collette sometime later to list and sell their home. “Even in the worst case scenarios, honesty prevails and I won’t back down from a fight,” Collette says with a smile.

Collette believes that education is among the things that mark a true professional. To this end, she has obtained her Certified Relocation Specialist (CRS), Certified Accredited Sellers Representative (ASR), Certified Accredited Buyers



Representative (ABR) designations and she is also a Certified At Home With Diversity Specialist. Currently she is working on her EcoBroker designation, which will set her apart from her peers and assist her clients and the community in understanding energy efficient and safe material options when building or remodeling their home. She has a Bachelor of Science in Communications from the University of Wisconsin and has attended Johns Hopkins University for her Masters in Marketing degree, which also provides her with the perfect background to deliver the perfect real estate experience.

She also makes it her duty to learn about every aspect of the transaction so she can

always be one step ahead. The professionals Collette refers to her clients are some of the best in the industry. Glenn Welch, JD, PE, President & General Counsel of Welch Engineering, LLC has had the privilege of working with Collette. “She is by far the most competent real estate agent I have ever had the pleasure of working with over the last five years. She is simply amazing when a problem arises that has never happened before. She digs into her vast network of contacts and makes the right decision. Collette knows the real estate business and keeps the best contractors on her team for the client’s benefit. She makes my job as a Real Estate Inspector easier and makes me wonder why all agents don’t deliver her level of service!”

Another thing you have to be to succeed is an innovator. Collette was selected to participate in several HGTV shows and one in particular entitled, My First Place showcases her unique customer management skills. As soon as the producer of My First Place, Josh Leonard, met Collette, he knew she was perfect. “As a producer for numerous shows on HGTV, I have worked with hundreds of real estate agents. After producing shows for years, I have a good grasp on the industry and I have the luxury of seeing how each agent is different in approach from first showing to closing. Hands down, Collette is the most professional, most educated agent I’ve ever had the pleasure of working with.”

“My First Place follows first-time home buyers from their first showings through closing-and it was obvious to me from day one that Collette was going to steal the show. Her presence commands attention, yet she is one of the most approachable people I’ve ever met. She is well versed in everything from lending issues to inspection pitfalls, and when it comes to negotiating...let’s just say you want to be on her side. Her first-time buyer looked at well over 70 properties, and if it weren’t for her tenacity, the deal would have fallen through. When it comes time for me to buy my next house, she’ll get the call. Not only is she a breath of fresh air in the real estate industry, she truly is a great person.”

Early on, Collette’s parents instilled in her a strong work ethic and taught her the value of hard work. The family is still close to this day and Collette will always have a special place in her heart for her parents who were so influential in her formative years. Originally born in Madison, Wisconsin, she remembers working in a cornfield in the early morning hours at the age of twelve. “Cheese, sweet corn and beer,” Collette laughs. “Those are the big things in Wisconsin!” With the money she earned, she would buy clothes and save for college. From that moment on, she was always working. When she reached the ripe old age of fourteen, she worked at fast food





establishments and cosmetics counters. During her final year of her undergraduate career she held down three jobs working at a television station, radio station and department store. Laziness was not an option. Now, as an agent she brings those ideals to her real estate business. "I get up and work everyday," Collette affirms. "It's a snowball effect. None of it is wasted time, it will always develop into something worthwhile."

After graduating college, she joined the ranks of corporate America. She was now living in D.C. and her schedule was hectic. Much of her time was spent traveling. She worked in all sorts of media, including print, radio, T.V. and the Internet. After meeting her husband, John, and starting her family – Collette began to long for a career where she would travel less and be able to be more involved in the lives of her children. Her mother and father suggested she take on the family business that just happened to be real estate. Her education and corporate background made her a perfect fit. She left corporate America and set out to conquer the real estate world.

"If you were to divide my life into a pie, you would see the biggest chunk goes to my family," says Collette fondly. She enjoys entertaining at her home and going on active family vacations with her husband, John, and their two young sons that usually involve a triathlon or race of some sort. In her personal life, her outgoing personality and drive for success carry over to her hobbies and community involvement. One of her passions is running a physical fitness boot camp. She commits her mornings at 4:30 to being a motivator and trainer for others. "Nothing makes me happier than helping people accomplish things they never thought they could accomplish. I have people who have never thought they would ever be athletic now living happier and healthier lives," says Collette proudly.

She is also highly involved in her community and is one of the organizers of the Ashford Alliance Community Association, a group dedicated to bringing her community together and sending a message to local politicians and officials about the residents' concerns. "As a real estate agent, you need to make a difference in your community," affirms Collette adamantly. "Your community is your root system. If you get involved, you will get it back twenty fold!"

When asked what drives her, Collette is quick to respond. "What I love most about what I do is being able to change lives. The biggest reward is seeing people happy and grateful for the services I provide. I am pretty sure I will be doing this forever!" As her future unfolds before her - Collette is looking forward to "ramping up" her business to the next level by growing her team and being one of the most successful agents in Atlanta.

Collette McDonald, Realtor, ABR, ASR

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