

TOP AGENT

MAGAZINE



*Erica
Whitney*

Erica Whitney

Bringing You Home

Erica Whitney is not a mere sales person. She does more than just sell houses. She helps her clients find their ideal home. "Real estate is a very personal business," shares Erica with a smile. "It is about helping people find the entire package; it's about the neighborhood and the lifestyle, not just the house." Nothing motivates Erica more than being able to turn a client's past negative experience into the best experience he or she can possibly have. "It may sound like a cliché, but I treat people the way I would want to be treated; with compassion and respect. My reward is helping them achieve their goals and that makes my career fulfilling."

As a result of her dedication to her customers, the majority of Erica's business has come from referrals. "I get a high out of helping my clients.



I suppose you can call me a co-dependant REALTOR®," she jokes. The fact that no client or transaction is identical is what Erica finds so exciting about the business. With each and every client, she endeavors to inspire trust through her knowledge and compassion for each client's individual situation. "As a consumer, I expect good service; so I don't expect my clients to settle for anything other than the best service from me, either." Erica's stellar brand of service begins with properly educating each client in the entire selling or buying process from A-Z. At her office, she sits down with her clients and establishes a comfort level between them. "Before we look at property or anything else, we have to get to know each other, it's an important part of the business relationship."

Erica's strengths lie in her knowledge of the market and the numbers of any given area that she services. If she does not know the area very well, rather than provide less than perfect service, she will refer it to an expert agent in that area. She is honest with her clients even if it means telling them something they might not want to hear. "I am very selective when I take listings. I compare them to other homes in the market and research comparable properties. After I examine every aspect of the home, I give my recommendations. Sometimes this may involve some improvements or staging to prepare the home for sale. If a client takes my advice, I am confident I can perform and give them exactly what they want. If not, then we are not a match," says Erica. She adds that she would never sell a house she wouldn't buy for herself. "I always direct my clients to the best value, no matter what the price point of the home is."

The homes that Erica represents have sold in an impressive forty-five days or less. She has developed a flawless system which she has mastered over the years and is constantly improving upon. Her marketing and branding materials have been created to get the most exposure where it counts. "Before I even unveil a home, I am already

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laying the groundwork and creating a buzz with my vast network of contacts including other agents who have buyers who may be interested.” Erica also organizes a website with a virtual tour, provides several photos and sets up open house and caravan dates. She does this all before she even makes the property available to the public.

“Erica is my hero!” exclaims Pat Clark, a loyal client who is in awe of Erica’s genius. “She was able to sell my Atlanta home in the Virginia Highland neighborhood within the first forty-eight hours it hit the market at a time when the market nationwide was moving at a snail’s pace.” Pat cites Erica’s expertise in her profession, including: preparing the house for sale, preparing a site and virtual tour on the Internet, studying the Virginia Highland market for realistic pricing of the house, organizing and leading an open house at the most opportune time, keeping in touch with all the possible buyers and their agents, and coordinating all the details of nailing down a contract. “She was tireless in her efforts to find just the right buyer, and persistent in helping to get all financing worked out to the best advantage. Erica had the perfect personality and disposition for helping me make the move from my home of 31 years to a condominium that seems to suit my needs perfectly. She helped negotiate the contracts for both sale and purchase, and kept the wheels oiled for moving along the process as smoothly as it possibly could have,” adds Pat.

As a result of her performance, Erica has won her fair share of awards in the industry. She is a lifetime Member of the Million Dollar Club and has received a Phoenix Award from the Atlanta Board of REALTORS®. At Keller Williams Realty 1st Atlanta, she is a member of the Agent Leadership Council where she helps her fellow agents reach their maximum potential. Her passion for education has led her to obtain her Accredited Buyer Representative (ABR) and Certified Luxury Marketing Specialist (CLMS) designations. Yet Erica is not quick to boast about these achievements. “I am not a ‘big award person’,” she admits. “I would much rather concentrate on doing the best job I can every time. Awards are past achievements, I look towards the future and becoming better at what I do each and every day that I do it.”

According to Erica, without the love for the profession, one cannot reach his or her maximum potential. Attorney, Michael D. Cross, Jr., can attest to Erica’s skill and passion. “I have tremendous respect and great appreciation for Erica Whitney’s talent and work as a real estate professional. In the past decade, I have relied upon Erica to assist me in purchasing two homes and to assist me in leasing a property. Erica has also assisted my sister-in-law and my wife’s parents, and she has assisted friends and co-workers as well. On each and every occasion, Erica has done a great job. She knows what she is doing, she is passionate about her work, and she delivers great service. I cannot recommend her highly enough.”

Before Erica found her place amongst Atlanta’s best agents, she worked in the marketing department of First Union Bank with a degree in Communications. When she bought her first home, the agent that sold her the home was Jennifer Barnes, now also an agent at Keller

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Williams. At the time, Erica found real estate to be fascinating. “I thought the job looked like a lot of fun but didn’t think I could make it at the time,” Erica remembers. However, after becoming increasingly unhappy at her marketing position with the bank, she gave Jennifer a call. She began working as Jennifer’s assistant. Six months later, she obtained her license and jumped head first into her new profession and building her own brand.

Away from her career, Erica focuses on being very active in her church and community. One of the things that Erica looks forward to is welcoming a new child into her home. “I am looking forward to adopting a child and giving it a loving home. I have lived a good and blessed life and I want to share that.”

Her current “child” is an adorable Shih-Tzu named Lucy. “I love children and animals,” shares Erica, who has a big heart and advocates adopting homeless pets. “I adopted Lucy from the Small Dog Rescue Society and she is a wonderful part of my family!”

One of the most rewarding experiences for Erica was also joining the Atlanta’s Biggest Loser competition. “I was voted most competitive,” Erica laughs. “It was something I never really realized until I joined this competition. It has truly made me a better person and I thoroughly enjoyed it.” She worked out at least three hours a day during the competition. As a result, Erica has also become more health conscious and made working out a regular part of her routine. “It’s a great stress buster because you are too tired from working out to be stressed!” Erica laughs.

When asked about the most important quality real estate agents can possess, Erica doesn’t hesitate to answer. “Patience,” she replies. “I think most agents don’t have enough and it takes a while to learn to possess it. It takes time to learn the business and it is very much a ‘hands-on’ endeavor.” Most of all, love what you do, laugh a lot and have fun!

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