

TOP AGENT MAGAZINE



Glenda Williamson

Glenda Williamson has the rare gift of making everyone she meets immediately feel at home. Her genuine care for others and warm spirit can put even the toughest client at ease. The whole of Glenda Williamson Realty in Decatur, Illinois exudes this calm confidence with a team dedicated to serving “the good honest people” of their community.

The focus in the office is on collaboration. Each morning they gather to discuss the items on the day’s agenda and to take a few minutes to get on the same page. “It’s nice to touch base and lead the day with a positive attitude,” says Glenda. “This way we all feel like we’re in the know.” Teamwork is key to this busy office. Each agent works with a listing manager and closing coordinator to ensure the most efficient and meticulously handled transaction. In addition, this strategy ensures that there are always at least two people in the office familiar with any given property. “If the agent is out in the field the client can still call and get all of their questions answered immediately,” explains Glenda. “They’re right there ready to dive into it and hold the client’s hand through the details.”

Glenda and her team are well aware of the high emotional and financial stress involved in any deal and place their new clients with just the right agent as soon as they come through the door.

“We try to match the client’s personality to the agent. If someone is very detailed and prefers lots of phone calls and updates on the process, we’ll match them with an agent who will proactively call and stay one step ahead of the client’s needs,” she says.

Their careful attention at the beginning of the transaction leads to a strong referral base and a continued connection to the office and its agents. “We have great follow-up and want to take care of our past clients. I’ll see clients years later and remember details of their sales,” Glenda says. “We have to remember that what we’re selling is a home, a place where there are birthdays and anniversaries and memories. It’s my job as a REALTOR® to stay focused

and help them move to a new phase of their lives.” Their annual client party, postcards and community events have all helped the team foster these relationships over the years.

The inter-personal connections are vital to Glenda’s own work as well. Since the beginning of her career, Glenda has been a member of mentorship programs that allow her to connect with other top agents all over the country. She holds meetings at least once a week with her working group where they can conference online or over the phone sharing new marketing ideas, dealing with a particularly difficult deal, or just catching up on each other’s lives. “These groups have been a great support for me and my business,” Glenda says. “It’s comforting to know that there is always a resource to go to for solutions and that there are others going through the same things.” Their brainstorming sessions help keep Glenda focused and have led to innumerable suggestions for the business. Over the years, the members of the group have become close friends offering support through Glenda’s recent bout with cancer and even vacationing together.

Inside and out of the office she is always striving for the best. “I learned my work ethic from my dad growing up on a farm, and I was lucky enough to have a mom who told me I could do anything,” Glenda explains. From this foundation she has always remained centered. “My priorities are God, then family, and business third,” she says. With this philosophy she can focus on the most important aspects of her life, which now include her new husband. High school sweethearts, they lost contact and spent a lifetime apart. Now they’ve joined their lives and families with seven children and ten grandchildren between them.

Glenda Williamson Realty’s tireless dedication to their clients, their agents and their community have earned them a spot in the top 1% of brokerages nationally. For Glenda this high level of success can be traced back to a simple philosophy. “I love the idea of helping people’s lives be better,” she says. “If I can make a difference in just one person’s life, then it’s all worth it.”

To learn more about Glenda Williamson Realty visit www.glendawilliamson.com, or contact Glenda at 217-875-8081 or at glenda@glendawilliamson.com