

TOP AGENT MAGAZINE

Heather McElroy: The Spirit of Athens



by Michelle Llamas

Despite the recent bumps and bruises suffered by the real estate market, Heather McElroy believes that real estate professionals remain the custodians of the American Dream. She says

with much conviction, “Every buyer and seller deserves competent representation through one of the biggest investments they can ever make. They look to us as professionals and it is up to us to guide them and make the experience as stress free as possible.” It is Heather’s firm belief in this concept that drives her to go the extra mile to do what is best for her clients and to preserve their piece of that dream.

Whether the property is a \$90,000 condo or a \$690,000 home, Heather’s special brand of service remains the same. Each property Heather lists is given the star treatment and a complete personalized marketing package. “I worked with Heather long distance. I was not in Athens, but had a student condo to sell. I was selling a condo that had been home to my daughter for 4 years and my son for 5,” shares Casey Scott, one of Heather’s appreciative clients. “Needless to say it needed attention. Heather went above and beyond the call in helping me hire tradesmen, and then supervise their work. She even purchased a chandelier, and installed it herself, all in time for an open house. All this effort resulted in a successful sale in an overbuilt market.”

As a resident of Athens-Clarke County for over 10 years and a graduate of the University of Georgia, Heather is fantastically suited to assist the wide variety of clients

that wish to relocate to this college town and the surrounding areas. “Athens is unique. From first time homebuyers, to investment properties for University parents, and professionals looking for higher end properties, Athens has something for everyone,” she shares.

Heather’s love for Athens also motivates her to try and make it a better place for everyone to call home. “Getting involved in charitable causes has allowed me to get out, talk to people and get to know the community while making a difference,” she says of her volunteer work. She is on the Board of Directors for the Athens Area Homeless Shelter and is in her third year as a committee member for Habitat for Humanity Women Build. She is also on the OneAthens Housing Team and sits on the Board of Directors for Bread of Life – two organizations dedicated to bettering the community. While those close to her worry that she is spreading herself too thin, Heather simply says, “I work harder to stay on top because if I am in a position to be able to help someone, it is difficult for me to say no.”

Heather also believes that the successes that are not as easily attained yield the sweetest fruit. As a result of her steadfast commitment to her community and business, this ambitious agent’s success in the local market has been well earned. It is this dedication and her generous spirit that allow her to continue giving 110% to each and every client.

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