

TOP AGENT

MAGAZINE



Jackie Maness

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The Embodiment of Integrity and Performance

Richard Buckminster Fuller, American architect, author and visionary once said, "Integrity is the essence of all things successful." Jackie Maness is living proof of this ideal. She is a woman of undying principle and each passing day holds new challenges for the multi million dollar REALTOR® and she never hesitates to rise to the occasion. "I love getting up in the morning to go to work. It gets my adrenalin going and makes me excited for another day and another opportunity to help make dreams come true with and for those either buying or selling a home," she says. She operates her business and personal life with the same principles: "Everything must be done with integrity. Clients must come first. Commitment must be in all things. Seek to understand through Communication. With Teamwork, together everyone wins. Trust begins with honesty."

Those affiliated with her professionally have all seen Jackie in action. Robert S. Aiken, Jackie's Managing Broker and personal coach at Prudential Georgia, says, "As Managing Broker, I truly appreciate the talent and gifts that Jackie exhibits in this industry. Her marketing plans are continually cutting edge, her negotiating skills are always professional and effective and her "people skills" are at all times charming and represent Prudential with class. It is a privilege to work with Jackie. She is a proven and successful expert in the business."

At the crux of Jackie's high functioning business are her innovative marketing plans. Many agents will reduce their marketing budgets during a down market, Jackie does the opposite. All her marketing pieces and campaigns have always been highly effective and extremely unique, much like Jackie. "Investing in yourself and your client shows initiative and that you care to get the deal done and the house sold," she affirms. "In the arena of personal marketing, studies have shown that you need to get your name in front of the same people at least 16 times a year."

As a marketing trendsetter, she has found incredible ways to reach new potential customers and keep in touch with past clients. "One of the best advertising campaigns I have done was advertising my information on local grocery store carts in the community where I farm," Jackie adds. To reach out to her neighbors she has sent fliers advertising a "free ice cream day" in local neighborhoods. On the appointed date she sends out an ice cream truck loaded with all sorts of complimentary ice cream treats for neighborhood children and their families. Many of her other marketing pieces are unique and memorable, including passing out hand held fans printed with "I am a fan of Jackie Maness" at swim meets, soccer games, baseball games, or any sporting event where people are out in the heat. She has also collected recipes from her past clients, friends and family and assembled them into a series of cookbooks which she has given to those in her sphere of influence.



While her personal marketing is truly innovative, the manner in which she markets her client's properties is phenomenal. Tony Floyd, Senior Vice President for Marketing & Technology at Prudential Georgia attests to Jackie's marketing savvy. "Jackie has been very successful in her real estate career. She understands that the real estate business is changing faster and faster," he comments. "The availability of information via the internet and new mediums for communicating and marketing have transformed the buying and selling process. Many traditional agents have simply not been able to keep up. But not Jackie—she is constantly innovating with new tools and improved processes. She may not understand all the details of how it works but she understands the value to her clients."

Jackie is a Certified Marketing Specialist for Prudential's new Advanced Property Marketing System. This innovative solution was designed for the current market and is the most effective property marketing system available. Jackie calls her property advertising process: "romancing the house." By using the perfect photos and writing stunning copy for buyers and other agents to read, she increases the interest in the property. In addition, she employs the latest techniques in rich media photography and narrated streaming videos. Breathtaking pictures and rich video bring the story of the property to life online where 85% of all buyers begin their property searches. These property videos are also posted on over one hundred video websites such as YouTube, Google maps and Yahoo Real Estate Store videos are rapidly emerging in general search results.

If a prospect is in the market for a new home, Jackie's expertise in the area is an asset! She provides custom searches for her buyers. They can see all the typical photos and virtual tours plus information on schools and the community. Jackie

says, “My clients love the Microsoft Virtual Earth images and Google Street View images. They can also see all the listings plotted on a Google map so they know exactly where they are located prior to a showing. Having access to more data is very valuable in developing the negotiation strategy.” Whether the client is looking for a resale, new home, pre-foreclosure, bank-owned property, auction or corporate-owned property—Jackie delivers.

“An agent needs to be affiliated with a company that gives that agent all the support he or she needs,” Jackie says about being affiliated with Prudential. “Having the right tools makes my job easier and my company makes sure those tools are provided to me in order to provide my clients with the best resources, whether they are buying or selling a home.”

In addition to the support she receives from Prudential’s wonderful IT department, she has a support staff that helps get the job done “at the drop of a hat.” Jackie also has an assistant who is her strong hold and she does the paperwork in order to allow Jackie to do what she does best: meet with buyers and sellers!

Her excellent relationship with the “powers that be” at Prudential makes her job easier and she passes on all of these benefits to her clients. Jackie does not hesitate to call upon Tony Floyd or even Dan Forsman, President and CEO of Prudential Georgia, if they can help answer a client’s

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questions personally. “Jackie understands that clients expect their agent to go beyond good service and deliver real value. There are many quality agents that can deliver an acceptable level of service, shares Dan, “However, Jackie has the expertise to discover the unique value of a property and her team delivers exceptional property marketing. If you are a buyer, she is a very skilled negotiator. Jackie is clearly a star in our industry.”

While it may seem that Jackie’s life revolves around her chosen profession, she is also known by many other job descriptions, including: mother, grandmother and friend. All the hats she has worn in her life have allowed her to be close to people and be social.

In 1989 when Jackie decided to change her profession, she began searching for the perfect fit. At first, she applied at Delta Airlines and was offered the job on the spot. However, she had decided she wanted a career in Public Relations and declined the position. When she bought a farm in North Georgia, it was suggested to her that she try real estate. At first, Jackie balked at the idea. “I didn’t think I could sell a hen or chicken,” Jackie chuckles when she recalls that moment. “But after I tried it, I realized I was meant for this profession and it clicked!”

After her husband, Bill, passed away, she devoted much of her time to continuing his legacy of community outreach and service. Through their church, Peachtree Presbyterian, her husband’s memory lives on in The Bill Maness Foundation and The Bill Maness Outreach Center. The late and great Mr. Maness wrote several published books and started a school for Hispanic children called La Amistad.

The couple had two children, a son, Mark and a daughter, Julie, who gave them four wonderful grandchildren: Ansley, Reed, Ashlie and Britnie. While he was still alive, Jackie and Bill had also begun a summer camp at their home for their grandchildren. “It was called Two Mamma’s Camp,”

Jackie says fondly. “That is what my grandchildren call me. My husband was the counselor and I was the director of the camp, it was a fun way to bond with our grandchildren.”

When she has time to relax, she travels to her home in Florida where she loves to walk on the beach or lie in the sand and look up at the stars at night. She also enjoys tennis and reading. One of the things Jackie does on a daily basis is take the time to stimulate her mind because she has a passion for learning. “If there are two important things I have learned in life, they are: ‘do not block a blessing’ and ‘everybody is somebody else’s hope,’” shares Jackie with a smile. “I have been able to help others through my life experiences and reach out to other single or widowed women. That has been a blessing for me to be able to make a difference.”

Jackie’s Mission Statement is: “To help make the investment of a home a celebration, provide a real estate experience beyond expectation, help make memories that will be treasured possessions and to create long lasting friendships.” These ideals are and will always be the stuff that Jackie Maness is made of. While she envisions taking more of a backseat role in her business in the future, for now she is happy to continue doing what she does best and touching lives along the way.

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