

TOP AGENT

MAGAZINE



Jan Brownfield and Rocky Seaman

Simply the Best

by Michelle Llamas • photography by Virginia Hall



An American legend, Henry Ford, once said: “Coming together is a beginning. Keeping together is progress. Working together is success.” Jan Brownfield and Rocky Seaman attribute much of their status as the number one team in their Coldwell Banker office to their synergy as a team. In fact, Jan and Rocky insist they are more than a team, they are a true partnership. “The difference between our working relationship and that of other teams is that we are both equally invested in our business,” shares Jan. “Every client of ours meets both of us and we are interchangeable. Each of us is equally qualified to handle any situation that may arise,” Rocky adds. Jan and Rocky’s clients also get the impressive talents of the two top producers combined, decades of combined sales and marketing experience as well as extensive experience in the Atlanta area.

Through a strong brand like Coldwell Banker, the team is able to take their business to the next level. “Coldwell Banker brings many things to the table with regards to an agent’s success. In my opinion, lack of success is lack of training. The ‘school of hard knocks’ doesn’t cut it. You have to have more expertise and knowledge of your profession. We are able to make the most of the resources at Coldwell Banker to our client’s benefit,” says Jan. Rocky opines, “You can’t come into the business with blinders on and say ‘it’s easy.’ You have to be self-motivated and be

able to pick yourself up after a set back. You also have to be willing to spend money to make money. We believe in consistent marketing.”

Individually, Jan and Rocky are forces to be reckoned with, together – they are unstoppable. As a result of their performance, they have been awarded membership into the International President’s Elite and are Lifetime Members of the Atlanta Board of Realtors® Million Dollar Club and rank in the top 1% nationally. The duo insists that their number one priority is their customer. Rocky shares, “We are two agents working together towards the same common goal. We do not use assistants to directly interface with our clients.” The two agents always keep a high level of involvement in their transactions and advocate a hands-on approach. “Many other top agents simply meet with the client initially and subsequent conversations are with the agent’s assistant. That isn’t how we work. The clients hired us and so they have every right to deal with us directly,” Jan says.

Dedication to their client is tantamount for the two agents. They go above and beyond the call of duty to make each experience memorable. They relate the story of a client whose home they sold. The client had a very specific area where she wanted to live and there were not enough homes on the market to choose from. The family had no place to go after their old home sold. Jan and Rocky rolled up their sleeves and literally knocked on doors in the community looking for someone who wanted to sell their home. The team was able to find a couple who wanted to move out of their home and downsize to live closer to their children. In the end, they were able to put the family in the larger home and find a more suitable, smaller home for the empty nesters.

**“We work seven days a week
for nothing less than success”**

Success may seem second nature to these two driven women. However, they insist it did not fall on their laps. “We work seven days a week for nothing less than success, we are in this to win, for sure,” says Jan with conviction. “Our reputation and standing in the real estate community is important to us and we are always striving to be number one,” Rocky continues. The two agents stay ahead of the

competition by always upgrading their technology and marketing techniques and rejecting complacency. Another unique aspect to the Brownfield-Seaman methodology that keeps them ahead of the competition is their commitment to prospecting. Rather than rely solely on referrals, Jan and Rocky maintain their high numbers by going to get the business rather than waiting for business to come to them. “Of course, the single highest compliment is a referral,” they concur. “However, that is the gravy of our business. We never rely on referrals as the only means to keep our business going.”

Their respective corporate backgrounds influence the way both agents run their partnership as well. They treat real estate exactly as what it is: a business. This is what gives the two agents an edge. “We came into the industry with professional sales and business training. This includes an in-depth understanding of assertive and effective marketing techniques and an appreciation for a high level of customer service,” the team says. They strive to keep a professional image and invest ample resources in cutting edge marketing for both themselves and the properties they market.

Both are extremely talented in negotiation, Jan and Rocky excel in the art of cultivating “win-win” situations. Jan says, “In my previous line of work as a headhunter, one of my duties was negotiating salaries and benefits for prospective employees. When Rocky and I negotiate a contract for our clients \$1,000 does not make that much difference to us in terms of commission but, it means a lot to our clients.” Rocky adds, “When other agents see that we work fairly to achieve the best possible scenario for all parties involved they are more likely to work with us in the future.”

Jan was a corporate headhunter in Washington D.C. and Rocky was in the telecommunications industry prior to making their move to real estate. Rocky recalls, “One of the sales representatives that worked with me was involved in real estate. That encouraged me to think of real estate as a career. After seventeen years, the company I worked for just went under. No matter how great of a job I had done, it was beyond my control. I didn’t want to go to another company and pour my heart and soul into the business only to watch the same thing happen. I wanted control of my own business.” Originally from Texas, Rocky moved to





Atlanta several years ago when her husband got promoted and transferred. Before Texas, however, Rocky was born in Mexico City and graduated High School there. “I don’t miss Mexico but what I do appreciate about being born in a foreign country is the fact that I am bilingual and multi-cultural,” she says.

Her experience during the move from Texas to Atlanta has helped her to better service her relocation clients. “I know first hand that a move is not always welcome. I was very unhappy about the move at first. It is difficult to uproot a family to a new home, neighborhood and city – much less to a new state as well! The entire process is very emotional and Jan and I do our best to make it as smooth as possible for our clients.”

Jan had a similar experience in her previous career. “I spent eighteen years as a managing partner and worked twelve

hour days. I never felt I reached my full potential. Now, I get to control my earning potential and real estate has always been something I have been interested in.” Jan spent her early years in Washington D.C. As a result of her husband’s career in the hospitality industry, they moved often. Several years ago, her husband was transferred to Atlanta. The couple happily settled into their new home.

Jan and Rocky owe their fateful meeting to their teenage daughters who are enrolled in the same school. Several years later they decided to go into business together. To this day, they both consider it one of the best decisions they ever made. Away from their careers, Jan and Rocky both enjoy playing tennis and spending time with their families. When they plan vacations, often the two families will vacation together. Both Jan and Rocky have the Dallas Cowboys football team in common in addition to their love for the Atlanta Falcons!

As for the future of their business, Jan and Rocky both agree that they love the partnership they have built together and so do their many satisfied clients. “Real estate is an emotional business. The experience is a major milestone in people’s lives. Buying or selling a home is very stressful...right up there with divorce, losing a loved one or changing careers,” says the pair. “What we find most gratifying is being able to be a part of such a life changing moment and being able to assist our clients. There is nothing like seeing the excitement in the eyes of people who have found the ideal home.” Together, Jan and Rocky look forward to the privilege of assisting many more clients...past, present and future.

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