

TOP AGENT

MAGAZINE



Jennifer Kjellgren

In Pursuit of Perfection

by Michelle Llamas • photography by Tracy Willis

Nobel Peace Prize recipient, Albert Schweitzer once said, “Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.” Nothing could be truer of Jennifer Kjellgren’s incredible success. Her ascent to the heights of real estate greatness has been a road paved with integrity, hard work and most importantly – a passion for her business. “When clients truly appreciate what you have done for them and trust you with one of the biggest investments they can make, it is the greatest high,” shares Jennifer.

Jennifer’s expertise has earned the gratitude and accolades of her clients. Jodi and Daniel Torrez praise Jennifer for her outstanding service to them. “Jennifer Kjellgren was the perfect REALTOR® for us,” share the couple. “As out of state home buyers, our knowledge of Atlanta was limited. Jennifer made herself available day, night, and on weekends to answer questions and to show us listings. Thanks to her, we’re living in a fantastic house in an ideal location. We highly recommend Jennifer as an extremely personable, knowledgeable, and driven REALTOR® who will work hard to help make home buying a great experience.”

Recently, she kicked up her already fiery performance a notch by making a solid business move to RE/MAX Metro Atlanta Cityside, a brokerage that is known for its stellar agents and top producers. She joined forces with Christie Welch and the

two are united by one goal: to deliver incredible service, one client at a time. Together they formed the high performance team of Intown Expert, Jennifer Kjellgren and Associates. The team specializes exclusively in Atlanta’s Intown neighborhoods. “Christie and I come to the table with different strengths, but we share the same standards of customer satisfaction and are able to compliment each other perfectly,” shares Jennifer.

Christie has been working with Jennifer for over three years and has nothing but praise for her teammate. “When I decided to pursue a career in real estate I knew it was imperative that I learn the ropes from a top agent who was hardworking, ethical, and delivered 110% to her clients. Jennifer has not only grown her business immensely but has also created a brand that I’m very happy to be a part of. She has a strong business sense and a determination to be the best. She is honest and fair with everyone and has an energizing glow about her. She is able to balance motherhood with her career and still find time to stay in touch with old friends and past clients. It is truly a pleasure to be a part of Intown Expert, Jennifer Kjellgren and Associates.”

Over the years, Jennifer has been recognized for her exemplary performance with several awards including: Listing Agent of the Year and Professional of the Year, and she is a Lifetime Member of the Atlanta Board of Realtors Million Dollar Club. She has also consistently ranked as a top producer with the distinction of being in the top 3% nationally. These achievements are



testaments to her dedication and consummate professionalism. She is now able to reap some of the seeds she planted in the form of many grateful repeat clients and referrals. In fact, the bulk of her business is referral based.

Senior Mortgage Broker and principal of Brightstone Mortgage, Ken A. Folds has worked with Jennifer for ten years and speaks about her with great respect and admiration. “Her integrity and work ethic are unparalleled in the industry. She connects with her clients personally and understands their exact needs while achieving the best possible results for them. In today’s market, Jennifer is the dynamic type of REALTOR® that stands atop the industry and proves to be invaluable to her clients.”

In addition to her unwavering work ethic and fire cracker personality, Jennifer’s knowledge of the area she specializes in is an indispensable part of what makes her one of the best in the industry. Prior to becoming a real estate agent, she was an investor. This allows her to better counsel her clients in their own investments. Along with a degree in finance from Stetson University, she is armed with several designations that enhance her expertise in her profession including: Accredited Buyer’s Representative (ABR), Accredited Relocation Consultant (ARC) and Certified Luxury Home Marketing Specialist (CLHMS). She is the ideal choice for any clients looking to relocate or sell their homes Intown. “It only made sense,” she shares, “to be able to live, work and play in the same neighborhood. Now, I have built a great reputation for myself and created a strong brand.” She is also active in the community as a member of the Midtown Neighbors Association and the Midtown Alliance. She also works with developers on various Intown condominium projects as Atlanta’s Intown Expert. Clients can rest assured that she is on top of the market trends and is always one step ahead.

“I worked with Jennifer on several transactions. Over the years, I have found Jennifer to be extremely knowledgeable about the Atlanta real estate market and very good at forecasting which areas are hot and likely to be on the upswing,” shares Holly Fisher. “She taught me quite a bit about buying and selling real estate and I would definitely use her again in the future!”

The Intown Expert, Jennifer Kjellgren and Associates brand is synonymous with professionalism and class. She takes great care in portraying a polished image of her business. Not only does it speak volumes about her, it also allows the properties she markets to reach the proper audience. “I spend quite a bit of time and money on the internet,” she shares, relating that it is one of the most effective ways to market. Jennifer also markets to her peers by networking and building good relationships with other agents. As a result, she has established a solid reputation amongst them and the connections she has developed are put to good use in service to her clients.



“We first became aware of Jennifer Kjellgren when we received a postcard in the mail showing where she had sold a unique property in our neighborhood,” say Ed and Debbie McCord. “We own a City of Atlanta Landmark property that is currently being used as an Inn. So we were looking for an agent that had knowledge and was professional with integrity and character. We found that in Jennifer Kjellgren!” The McCords checked Jennifer’s references and she received stellar marks. They also appreciated the marketing plan that was made part of the contract. Jennifer has since exceeded their expectations.

Jennifer chooses to work with real estate affiliates that share her commitment to excellence. Jeff Luther, CEO of Home Probe, Inc. shares his experience with Jennifer. “Working with Jennifer Kjellgren for the last eight years has been a joy. I have found it refreshing to work with someone in this industry that has always had her clients’ best interests at heart and obviously enjoyed helping people. Jennifer’s enthusiasm in a changing market has been uplifting for everyone on our staff!”



Originally born in Long Island, New York, Jennifer's early brushes with real estate began with her father who was a builder. Her first internships after graduating from Stetson were with a developer. She relates with a chuckle that she moved to Atlanta on a whim. "I decided to look for a job while visiting a friend and didn't expect to be hired. So when I got the offer, I stayed!" Despite her early exposure to real estate, her first career was in corporate America. Her nine years of corporate sales experience provided her the perfect background to segue way into real estate. After Jennifer made her first investment property purchase, she realized the industry's potential to take her skills with customer service and passion for people to the next level. She said goodbye to corporate America and hit the ground running. After obtaining her license, she joined Coldwell Banker The Condo Store and quickly made Rookie of the Year and the rest, as they say, is history!

As a result of being so driven in her career, Jennifer has always strived for a healthy balance in her personal life as well. Husband Jonathan, a talented software engineer, and daughter Addison have been Jennifer's anchors and one of the inspirations for continuing to strive to be a better mother and wife. "I feel blessed

to have the charmed life we have. We live in a great neighborhood where all the neighbors know each other," says Jennifer fondly of her Midtown home.

She and Jonathan are connoisseurs of fine wine and food and enjoy going out to enjoy these simple pleasures. "Jonathan is also a great gourmet cook and there is no doubt that the kitchen is truly the center of our home," she shares with a smile.

Her latest investment in helping her achieve balance has been working with a life coach. "Working with a coach has helped me in all aspects of my life from accountability in my business to allowing me to leave my comfort zone and open myself up to positive change," says Jennifer.

Finding her niche in real estate has been like coming home for Jennifer. "I really have no desire to do anything else," she says. "I only wish I had begun sooner!" Her aspirations for her brand do not include being the biggest real estate team in town - just the best.

Jennifer Kjellgren

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