

TOP AGENT MAGAZINE

Delivering on Promises with Determination and Drive



Top agent Leah Leggett's perseverance knows no bounds. It's the driving force behind her range of certifications, which enable her to navigate and negotiate real estate's most complex transactions; it's the push that's facilitated her growth in Athens' chief professional REALTOR® organizations and it's what keeps her clients consistently satisfied.

A graduate of the University of Georgia, Leah became a licensed Georgia REALTOR® six years ago and currently serves Athens-Clarke County and the surrounding areas, including Oconee, Madison, Oglethorpe, Jackson, and Barrow Counties. Since her career's inception, she's availed herself of every learning opportunity to ensure she's equipped with the knowledge and expertise to achieve her clients' real estate goals.

In 2004, after interviewing with several companies, Leah's decision to go and grow with Prudential was one that's served her well. In addition to the company's marketing support, Leah was impressed with and immediately delved into training that set the foundation for her success.

"When I walked into this [Prudential] office, Brenda Blantan who's now my broker, was warm, friendly, and introduced me to agents who each explained what they liked about this office and their career—it felt like family right away," said Leah. "Prudential also offers first, second and third year training," Leah added. And it's that training that helps set Leah apart.

"When I first got into the business, I completed Prudential's basic E-Certified training and earned ABR (Accredited Buyer Representative), SFR (Short Sales and Foreclosure Resource), and GRI (Graduate REALTOR® Institute) certification," said Leah who in 2008 also completed training to become an Associate Broker.

With her SFR certification, Leah has the skill set and acumen to broker complicated short sale and foreclosure deals, which many agents won't touch. "I knew training in that area would help a lot of people who need it," said Leah. That's proven to be particularly true in today's economy.

Other Prudential training Leah has snapped up, such as the Relocation Marketing Assistance Certification, Destination Services Certification, and Relocation Inventory Certification position Leah to serve Athens in a capacity many agents may find difficult. "The majority of my clients



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are referrals, but I also get a good amount of relocation clients," explained Leah. "When buyers visit my website or search for agents in Athens, they see I'm one of only a few who are designated relocation specialists.

In addition to her website and referrals Leah acquires clients through neighborhood farming. She sends regular mailings to stay fresh and memorable, and she markets to other REALTORS® to assist in relocation deals.

Using a blend of old and new-school techniques, Leah stays on the cutting edge without losing one-on-one interaction. "I go back to the basics and cold call. I also utilize a lot of social media in my marketing," said Leah. Leah lists her properties on Facebook and Twitter to stay in front of buyers. "I let clients know that I use these tools and some of them will hire me based on that fact," Leah added. They appreciate her thinking out of the box and using social media to augment traditional marketing. A social media guru, Leah has also taught classes in the subject to other agents.

Leah's affiliation with a host of professional organizations keeps her at the forefront of the industry. Among other groups, Leah is connected to the Athens Area, Georgia, and National Association of REALTORS® and is the current President of the Athens Chapter Women's Council of REALTORS®. The position is a source of great pride for Leah, who joined the group in 2004 and worked up the ranks to her current post. She is also in the process of pursuing a state level position and has been nominated to her local chapter's Board of Directors.

"The Women's Council is like a family in and of

itself," said Leah. Despite the name, which was established in the 1930s, the organization is open to men and has proven to be an ideal arena for professional growth and networking. "We have business classes, conferences and we meet people from all over the world," Leah added. "I've gotten referrals from attending these events and have been able to help buyers relocating to Athens." The group also offers scholarships for REALTORS® designation training.

Leah and her husband Michael, co-owner of CertaPro Painters, reside in Athens. She loves the area's blend of small-town charm and city vibrancy and enjoys sharing its opportunities with clients. Outside of her career, Leah supports a variety of community-based groups, including Athens Canine Rescue, Keep Athens Clarke County Beautiful, and the Athens Area Chamber of Commerce."

Through clear and consistent communication, constant availability, and a commitment to individual and collective professional progress, clients and colleagues both recognize Leah's impeccable service. Her commendations speak to her dedication and determination to achieve personal goals while exceeding clients' expectations. Simply put: "I always stay positive," said Leah. "I set goals and I achieve them."



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