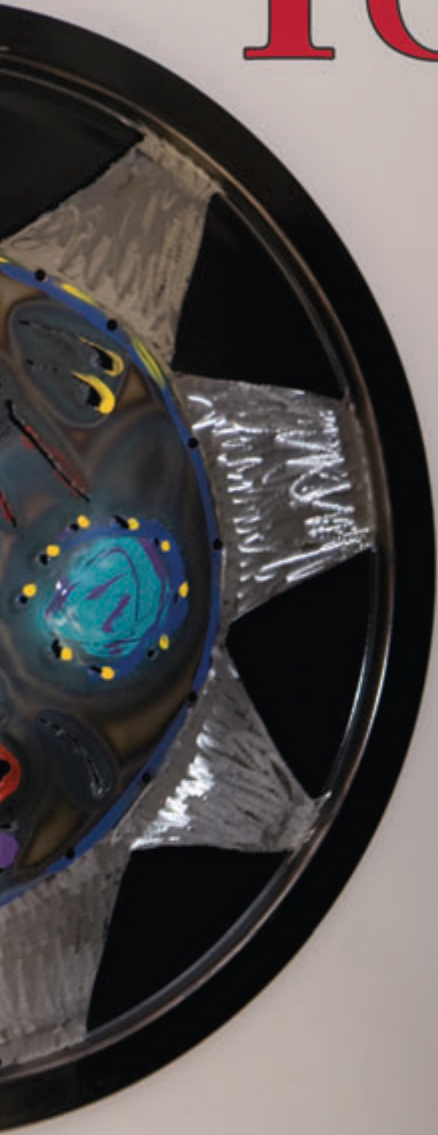


TOP AGENT

MAGAZINE



*Melanie
White*



Melanie White

by Michelle Llamas
photography by Tracy Willis

After just six days of listing with Melanie, the home was under contract. “She has helped several of my friends and they have been extremely satisfied with all of her abilities. I would definitely refer Melanie White to anyone looking for a real estate agent,” affirms Sherrie with much enthusiasm.

Melanie’s marketing plans are a part of the reason why she is so effective at moving inventory. Each home is given a specifically tailored plan which allows each listing to spend less time on the market. She employs the internet, artist-designed flyers and calendars as part of her marketing plan. Another part of her personal marketing plan is staying in touch with her clients and friends. They are a great part of her business and she takes care to show them her appreciation. “When you spend all that time with your clients they become your friends,” shares Melanie fondly.

Another one of Melanie’s stellar attributes is her ability to listen. “I take the time to listen to my client’s needs before I offer any guidance. Then, based on what I have learned from my clients, I take time to preview homes and research each property that fits my client’s specifications,” she shares. “It’s a lot of legwork but it pays off when a client is more than satisfied with my service.” She also adds that real estate agents must truly have passion for their profession and to understand that buying a home is more than just a business transaction, it is a highly emotional experience. “This profession is very challenging. Agents often have to play the role of a psychologist, referee and babysitter for their clients. When a client is upset or something goes wrong, the first person to get blamed is the agent. As a society, we want what we want when we want it. You have to have patience and remain calm to be able to solve problems.”

Tom Berger professes that he and his wife, Nancy, were not easy clients for Melanie to deal with but her professionalism and knowledge of the market earned her their trust. “Of all of the positive characteristics that come to mind, one stands out above all the rest; Melanie was an extremely adept listener. Not only did she develop a deep understanding of our wants and needs in a new home, she also developed an understanding of our timing, our personalities, and our priorities. She was never afraid to share with us her opinions and point out both positives and negatives about the more than fifty homes that she showed us. We never had the feeling that she was trying to close a sale for the sake of receiving a commission.” Tom and Nancy were commuting almost weekly between their existing northeast home, which we had not sold, and Atlanta. For over a year, they had been searching for their dream home. Melanie often responded within hours to one of the couple’s numerous requests. “In short,” shares Tom, “Melanie gained our trust through her genuine concern about finding

In her many years

as a top producing REALTOR®, Melanie White has always chosen the roads few have traveled. Professionally and personally, she is anything but conservative and ordinary. She is always one step ahead. Her many loyal clients and friends know her as someone who adheres to a strict code of ethics, honesty and above all, perseverance. Melanie doesn’t embark on anything halfway—she is in it for the long haul and is driven in everything in which she chooses to succeed. She considers herself to be her clients’ real estate coach. “I am there to provide strategic help and solutions for their real estate needs, I am not there to simply sell them a home,” shares Melanie sincerely. “When I walk into a house with my customers and see their faces light up at the sight of their dream home, it is one of the best feelings in the world!” Spunky, vibrant and positive, Melanie is more than just an average real estate agent. She is a force of nature and an inspiration to others.

“Melanie White with Coldwell Banker in Atlanta, Georgia is one of the best real estate agents that I have ever worked with. I have bought and sold homes in Atlanta, North Georgia, Florida and North Carolina. She stays on top of the market and considers your interest in the transaction to be the utmost priority. She listens to your needs and wants, then proceeds to guide you in the perfect direction,” shares Sherrie McFarland. When Melanie worked with Sherrie and her husband, Daniel Ortega, she sold their home after just eight weeks when a homes’ average time on the market in their neighborhood was two years. When Sherrie’s neighbors informed her they were being transferred out of town, she immediately referred them to Melanie.

One of a Kind Service

the right home, in the right area, at the right time for us. Her approach to her profession should be a model for all others to follow.”

Born in Kansas City, Missouri but raised in Oklahoma City, Melanie remembers being influenced by her mother, Adrienne Frischer, who was also an extremely successful real estate agent. “I remember my parents always attending functions at the local expensive restaurants and all the accolades and praise my mom would receive. More than anything, watching my mom’s success proved that a woman could be successful on her own even with raising a family and being a devoted wife.”

Now, as a mother and successful businesswoman in her own right, Melanie keeps many of the same habits her mother employed in her own career. She has a daughter, Sari, and a son, Nick, and they are her inspiration. “If you don’t set a schedule, things can get out of control really quickly,” cautions Melanie. Her day begins at six o’clock in the morning. She and her son have breakfast together and read a positive affirmation for the day before he goes to school. “I can’t afford to be negative,” Melanie says. “I believe that if each and every one of us creates our own positive energy it can change the world.” These self empowering mantras are what keep Melanie balanced, and she passes these philosophies on to her children. She also believes in and practices

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To maintain balance between her personal life and professional life, Melanie also takes time to enjoy her hobbies. She enjoys traveling with her two children, she goes on cruises and takes a trip out of the country at least once a year. Other hobbies include “playing in the dirt” by gardening, writing, bowling, playing piano and reading novels. Her unique sense of style also leads her to enjoy the rare clothing find at specialty shops and boutiques.

Melanie reflects about her future in the business and she confesses she cannot imagine doing anything else. “I still remember buying my first car with money I had worked hard to earn. It was such a personally empowering experience,” she says fondly. Now, Melanie’s daughter has also acquired her real estate license and looks forward to following in her mother’s and grandmother’s footsteps by becoming a third generation REALTOR®. Melanie has always been a woman who was guided by her own dreams and aspirations. Her desire to maintain her standard of living for her family has always given her life and career meaning and purpose. “I have always believed that change meant progressing the way I was meant to progress,” she adds. “I know that if I am positive and patient I can ride out any storm.” Through dedication and sheer determination, Melanie has always had the power to create her own destiny.

the ancient Eastern art of Feng Shui, the art of creating harmony and positive energy through influencing one’s surroundings—more specifically, the furniture in a home or office.

As a result of her positive nature, her brokers, Lamar Frazier and Elizabeth Garner depend on her to motivate the other agents in her office. Elizabeth has witnessed the top agent’s dedication. “Melanie White is a true professional and dedicated agent,” she says. “She always has the best interest of her client at heart and will do whatever it takes to insure that the client has a successful and, most importantly, pleasant transaction. She works hard at keeping herself updated and abreast of the industry. A confirmation of her professionalism is found in the comments we receive about her and her work from clients and cooperating agents alike. We are truly blessed to have Melanie on our team.”

She also takes the time to go to the gym every morning. “Real estate is a physically demanding profession and I like to be in the best physical and mental health possible in order to better serve my clients,” adds Melanie. In fact, she has long been an advocate of physical fitness. When she was in her twenties, she took aerobics and taught classes with famed fitness guru, Richard Simmons. Even while teaching aerobics, she still had time to go to the office. One of the benefits of staying in shape is getting to play football with her son. She laughs, “He gets to brag to his friends about his mom’s sports prowess.”

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