

TOP AGENT

MAGAZINE

*Penny
Nunnally*



Penny Nunnally



According to Penny Nunnally, the journey is just as important as the destination. The best education is garnered by being willing to take the bumps and bruises of growing as a person and as a professional. “Never give up and never give in,” shares Penny with a smile. “That is my motto. When you have a discouraging day, get over it! The challenge and competition in real estate is invigorating.” At the center of Penny’s business is her love for her profession and her deep empathy for those whose real estate dreams she helps to realize. Having moved many times in her life, she is able to understand real estate on a personal level. As one of her customers and friends puts it best when she says Penny “puts her heart to work.”

An Atlanta native, Penny is an expert in the areas she services. As a multifaceted agent, she chooses to “do it all” rather than pick a niche. She is a believer that there is no such thing as being a “jack of all trades and a master of none.” Penny makes it her goal to master all aspects and types of real estate ventures. She has sold horse farms, luxury homes, and residential properties, assembled fourteen acres in the heart of Alpharetta and sold them, along with friend and agent, Betty Beckham. She has also developed a subdivision with two partners in the new city of Milton. Nearly 100% of her business is by referral, and many of her customers have been witness to her uncanny talent for producing homes with the desired specifications without wasting time. This has garnered her many honors in her profession and she has always been a top producer. “I am a ‘people pleaser!’ I want to be the best at any endeavor I set out to accomplish.

At the end of the day, it isn’t about sales awards or how many plaques you have on your wall, it comes down to how your customers feel about you,” she says.

“After eighteen years, my wife and I made the gut-wrenching decision to downsize and put our house up for sale,” says Jim White, a customer and now good friend of Penny’s. “It was important to us that we work with an agent who had experience in marketing high-end homes, was familiar with the horse country of north Fulton County, and who would be patient enough to walk us through every step of the process. After our first meeting, my wife, Cindy, and I had no doubt that Penny was the one. She held our hand through every phase, and was respectful of our opinions and expectations. With her guidance, patience, persistence, and wealth of contacts, she sold our house for the price we wanted.” Jim continues, “In that time, Penny became more than a professional real estate agent. She became a close friend and part of our family. She has an open and honest nature, and genuinely cares about the people she represents.”

One of Penny’s strengths is her ability to find the right property at the right place and at the right time. Her open and welcoming personality makes her uniquely suited to dealing with people from all walks of life. “I love being in jeans and boots when I go look at vacant land or a sprawling horse farm,” she shares. Jeans and boots or not, her hard work produces results. She once sold a twenty acre parcel in six weeks, when a prior deal fell through for her customers and had five

The Heart of Real Estate

by Michelle Llamas • photography by Tracy Willis

back up contracts! “It would be difficult to duplicate that again, especially in a tough market,” she says laughing.

Penny also goes out of her way to use her expertise to help others in need. John L. Wolfe, the retired Senior Pastor of Birmingham United Methodist Church in Alpharetta, will never forget how Penny assisted them out of the simple goodness of her heart. “She has been our agent for three personal properties, all of which were handled with class and expertise. I always felt that she had our personal interest at heart.” When John’s church was growing, Penny was ever ready to assist. “We put a multi-parcel deal together in about 90 days. One of the parcels was key to the assemblage. No one had any idea on how to negotiate the purchase of that piece. Penny volunteered to work on it. The seller exceeded his needs and it solved a crucial problem for the church. Penny refused any commission because she only wanted to help. Without her, a lot of things would never have happened. As an agent and also as a genuine person, Penny is a pace setter for the rest of us.”

John’s wife, July C. Wolfe, relates that Penny was instrumental in finding their dream home. “Penny simply asked me what we wanted in a home. I told her my heart’s desire: a small country home with a finished lower level for all our grandchildren. I could not have guessed that she would find exactly what we wanted within days. When she called to show me three houses, she showed me the perfect one—first. It was the exact home we needed for our busy lifestyle. I was so impressed that Penny listened like she did, and cared like she did. She is an extraordinary woman of faith as well as action.”

Prior to acquiring her real estate license, Penny was fifteen hours short in her degree in education. When a divorce forced her to rethink her career path, she immediately thought of real estate. “I had to think hard about my talents. I am good at talking and writing,” she chuckles. Her outgoing personality and connections in her community allowed her to hit the ground running after getting licensed without cold calling.

Along with her love of real estate, Penny has been breeding champion Irish Setters for several decades. In fact, her dogs have earned her recognition as a top breeder. “I hate losing a competition but I do love winning one,” Penny acknowledges, when she thinks of her competitive nature. A show kennel is maintained on her property, and she used to go to seventy or eighty shows a year during the height of her dog campaigning. Now, her son Garrett has taken over the management of the kennel and the campaigning of the dogs. “I’m too busy in real estate to do both but, I still love going to dogs shows occasionally,” shares Penny.

Penny’s life away from business is filled with warm friends and the love of her family. She has three wonderful sons, Bill, Garrett and Tyler. Though they are all grown men, they will always be Penny’s “boys.” Two of her grandsons, Max, 5 and Dylan, 8, have moved back to

Atlanta after living in Europe for the past 5 years. She devotes her Saturdays twice a month to go on “dates” with them. “Every other Saturday afternoon is their time to be spoiled. We go to the movies and then I take them to their favorite restaurant, “Steak n Shake”, Penny says fondly. “Everyone deserves to be spoiled! Even I am spoiled, God spoils me. He has thoroughly blessed me.”

She counts her blessing and is thankful for each and every day. “I love the life I have built for myself and I love what I do or I wouldn’t be doing it.” Some days, shares Penny, the job can be frustrating, but as always, she remains an optimist. “You have to work hard to make it the best you can make it. It is what it is. It is your attitude that makes a difference.” Her life is a rich one. Between her dogs, her family and her full time career as an agent, she keeps herself busy. She jokes, “I haven’t had a vacation in 6 years! I could go on a trip if I wanted to, but I don’t want to miss another real estate treasure hunt back home...with my new client.”

That being said, Penny’s home is her castle. She shares her twenty acres with her family, thirteen dogs, two horses, and a cat named Freddie. Each of these animals has a special significance to her.





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“When I was a child, I read the story of Black Beauty. He went through so much in his life and it broke my heart. My horses are here for me to give them a good life.” Even Freddie the cat was taken in as a result of Penny’s big heart. “I love Freddie the cat. My son found him in the middle of the highway in a thunder storm when he was a kitten. He grew up with the Irish Setter puppies and he thinks he is a dog,” she says of the funny feline.

She is also very active in her church where she reaches out to divorced and widowed women. “There are so many women that could not have made it without Penny’s love, care and support,” shares friend and pastor, July Wolfe. It seems that Penny was born to help those in need, whether it is a stray kitten, a stranger in need of compassion or her many satisfied real estate customers. Penny says with a smile, “I still get just as excited now as when I began my career in real estate many years ago. When that phone rings, I can’t wait to get involved and go on another adventure. It is one big giant circle. At the end of each hunt there will always be treasure and one adventure begets another!”



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