

# TOP AGENT

MAGAZINE



Stacy  
Stewart

# A Different Kind Of Real Estate Agent

by Jaymi Naciri • photography Tracy Willis



Log onto Stacy Stewart's website, and you may be surprised to find you can access her listings without divulging your personal information. Anyone who has looked for a home via the web recently knows just how unusual this is. Realtors regularly set up their sites to capture as much information as possible about visitors, thereby creating opportunities for new clients. You log on, you put in your email address or other contact information, and you are now an 'active lead.' Realtors love active leads; for many they make up a large portion of their new business.

But not for Stacy. On her site, you can click through to her featured listings as well as access the full breadth of the FMLS listings, anonymously. So why would she provide such a service instead of taking advantage of every opportunity to turn a prospect into a client? This top-producing agent believes in getting clients the old-fashioned way: through hard work and word of mouth.

"My site is simple and informative, and that's by design," she said. "I have never wanted to be known as an agent who requires information to give information. When people come to my site, they can see entire listings—price, address, status—without being chased or harassed for personal info. If they don't want representation and are 'just looking', they'll never hear from me. If they decide they want me to represent

them, they call me. It's as simple as that. Is it harder to track leads that way? Yes. But I feel, at the end of the day, that a number of people will want to work with me because I don't bother them for personal information, and that outweighs the few who might not become clients because I didn't make them register on my site. I believe that if you do your job and do it well, the clients will come."

That has certainly held true, as Stacy has earned Multi-Million-Dollar Producer status and developed a reputation as an honest, diligent professional. Specializing in Atlanta up to North Georgia, Stacy assists clients in the sales and purchase of everything from REOs and foreclosure properties, to large tracts of single-family homes, to commercial properties. Her desire to be of real service to her clients and her ability to excel in the service that begins with the very first meeting and extends beyond the closing has resulted in a network of very satisfied clients.

"I had some family property, about 88 acres, that was in need of some attention and required a number of repairs prior to getting it on the market," said client Emily Hobby. "Stacy helped me in every way humanly possible to get it ready for sale. She took the ball and ran, got the property sold, and got us good money, even after the market had changed. She is the first Realtor who I have ever felt like earned her commission. She is a thorough, multi-faceted, hard-working Realtor who has also now become a friend. I just can't say enough good things about her."

Added clients Dave and Peggy Reeves: "Stacy did a fantastic job for us. She is very outgoing with an excellent personality, and she always does what she says she is going to do. She negotiated the price of our home, she helped us with the relocation program, and she followed through to make sure every detail was taken care of. Throughout the entire process, she had one agenda, and that was to help us sell our house, which she did. She was outstanding."

Since she was licensed in 2002, Stacy has been helping clients buy and sell all types of properties in Atlanta and throughout North Georgia, including homes for first-time buyers, farm properties, large estates, and commercial and foreclosure

properties. Stacy became licensed at a fortuitous time for the real estate market and made quick inroads with her genuine nature and determination. But she has really proven her mettle in changing and declining markets, providing such excellent service to her clients that it wasn't long before much of her business was comprised of repeats and referrals.

"I am very proud to have a number of wonderful, loyal clients that I have worked with several times," she said.

Those clients who are new to the excellent service Stacy provides often find her through name and face recognition.

"I do tons of marketing for our small town," said Stacy, who serves on the Convention and Visitor's Bureau for Bartow County and is also on the Advisory Board for Northside Bank. "Adairsville is a city that sells itself. Our small-town atmosphere has a lot to offer those who are tired of the big city. We are fortunate that we are conveniently located between Atlanta and Chattanooga. Our area is beautiful and we encourage healthy growth. I am active in my community and I have signs everywhere because being recognizable and being able to network with other real estate professionals benefits my clients; it enables me to be an even better advocate for them.

"If I'm working with a seller, and the potential buyers know my name or face, it gives my listing an advantage," she added. "If I'm working with a buyer who gets into a multiple-offer

situation on a listing, my good relationships with other agents can give my client an edge."

While the self-promotion Stacy does clearly benefits her clients, the promotions she creates just for them go above and beyond. Her marketing plans are extensive, designed to stand out among the competition, show her listings in the best light, and appeal to the appropriate target.

"Every one of my listings is personally assessed to make sure it is being marketed to the right buyer," she said. "Each property is totally different, and requires a unique marketing plan that plays up its best assets and attracts the right buyer."

Stacy applies that same level of excellence and detail management to her buyers, utilizing her broad knowledge of area neighborhoods as well as the market in general to meet her client's needs. Because of her ability to bridge price points and appeal to clients in all life stages, she is known as an agent of mass appeal, and her inventory is evidence of that.

"Potential clients see the inventory I have, and feel secure in knowing that I can represent them and relate to them at every price point, from a small investment property to a large commercial building," she said.

Whether they are long-term clients checking in or people who see one of Stacy's billboards and call to set up a meeting





Stacy is as committed to her own family as she is to the satisfaction of her clients. A single mother of three, including an eight-year-old son and daughters ages five and two, she working tirelessly toward achieving her clients' real estate goals while achieving balance at home.

“It’s not easy being a single Mom and having an extremely busy, demanding career, but the truth is, I wouldn’t have it any other way,” she said. “Often at 5:00, when many people are coming home for the day, I am going out to show properties. I have to be super flexible. I am truly blessed to have great kids who understand that mommy works hard. I always make sure I can go to their sporting events and be there for them. My kids are everything to me. I hope that I’m instilling in them that work ethic, and, when they are old enough, I hope they’ll make the connection between what I do and the fact that



to work together, everyone is surprised—and pleased—to find that Stacy’s is the warm, friendly voice on the other end of the line.

“I’m the one that handles everything,” she said. “I’m not riding around town afraid to get my hands dirty. My clients are my responsibility. People often tell me they didn’t expect to get me when they called, but the truth is that I’m just not a fan of putting people off on other people. They hire me, not an answering service.”

That personal service is in good company with Stacy’s obvious real estate savvy, as well as her easy demeanor and people-oriented nature—characteristics that were cultivated early in her life. Stacy developed her love of new places and new people early in life, spending time outdoors fishing with her father, Orlando Wilson, a 20-plus-year television producer and host of “Fishing With Orlando Wilson”. She made regular appearances on the show and still loves the outdoors and traveling, which she often experiences with her brother, Gene Wilson, who was an NHRA pro stock racecar driver for Team Mopar.

They both had this natural charisma, so it comes a bit naturally for me to be a people person,” she said. “I also feel like because I come from a really solid family, I am grounded in the importance of family, and am able to connect with people on that level.”

it not only serves a tangible need, but also helps people make their dreams come true.”

It is not surprising, given the way Stacy runs her business, that her personal satisfaction would match that of her clients. After all, this is the professional who willingly gives away access to her listings, knowing that if she continues to live by the golden rule, she will get back what she gives out.

“I am a big believer in treating others the way you want to be treated,” she said. “I believe living by the golden rule will always pay off for me as well as my clients.”

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