

TOP AGENT

MAGAZINE



Teri M. Bowen

On The Right Path

Teri M. Bowen was 13 years into a career as a Regional Manager in retail. She was in charge of six states and was so committed to continuing to build and maintain a strong team that she traveled to St. Louis for an industry conference. But something happened between Ga. and Mo., and instead of coming back a more motivated, excited Regional Manager, Teri came back with a whole new perspective on her career path.

“I was at a Regional Manager Conference in St. Louis, listening to this amazing motivational speaker named Danielle Kennedy,” said Teri. “Her background was in real estate, and as she was speaking, I just knew what it was I wanted to do. She actually motivated me right out of retail.” And right into real estate. Teri earned her license, and took the leap from a secure salary and benefits to straight commission.

“It was a big jump,” she said. “After 13 years, to just up and decide you’re going to change careers altogether—especially when you are going from a salaried position to full commission—is tremendous. “In my retail career, running six states ran me ragged. And, I was so busy recruiting and team building that I didn’t have the opportunity to do what I really enjoyed, which was to build sales. Deciding to do real estate was all about being able to reintroduce myself to sales and really play up both my strengths and my interests. So, I called my husband during a break in the conference and said that I was putting in notice. He was surprised, to say the least, but ultimately supportive.”

Her father, however, was thrilled.

“My dad had his own real estate and construction business while I was growing up, so he was excited for me to follow in his footsteps,” said Teri, who has been married for 23 years and is the mother of a 14-year-old son. “I think we both always knew that I would go into real estate some day; I just needed a push.”

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Teri earned her license in 1993 and enthusiastically embarked on the career she felt was her destiny with a pragmatic perspective that kept her grounded in reality.

“I wasn’t expecting to get my license and immediately light the industry on fire,” she said. “I knew it was going to take time and patience to build the kind of long-term career I wanted, and I was prepared for the long haul.”

That determination paid off, and within a short time, Teri was well on her way to becoming a top producer, as well as an Accredited Buyer’s Representative (ABR) and an experienced relocation specialist—an area of particular interest given her wide ranging knowledge of different geographical areas; Teri grew up in Traverse City, Michigan, has called Atlanta home for the past 20 years, and also has a beach house at Hilton Head, South Carolina.

“It wasn’t overnight,” she said. “I was making sales and building my business, but it was eight years before I was able to look around and realize that I was putting up numbers that were equal to the people I admired in the business. One day I said, ‘Wow, I’m up there with my peers.’ That felt like a huge accomplishment. It took a lot of hard work, but that was OK with me. I’m from the old school, where you expect to start at the bottom, learn the hard way, and work your way up.”

Today Teri is a Top 1% producer nationally for sales volume, is a lifetime member of the Million Dollar Club, is in the Board of Realtors \$5 Million Dollar Club, and has sold more than \$80 million in property value. But success certainly hasn’t made



her complacent. She still persists the way she did when she was new to the business, giving clients the kind of attention and service they deserve, but don't always expect.

“Underlining everything I do is the idea that I have been entrusted with what may be the largest financial investment my clients will ever make,” said Teri, a Northern Atlanta specialist who has lived in both Cherokee County and Cobb County. “Plus, the sensitive nature and emotional impact of real estate transactions are significant. You have to be able to commit yourself to the process and the people 24-7. If you can't, something is bound to fall through the cracks. I'm not willing to let that happen.”

Teri's dedication to her clients' well being is such that she insists on helping them regardless of her personal circumstances. She has shelved vacations because she had new listings to attend to, and the times that she is able to get away for a few days, she does not go just with family; her work makes another worthy travel companion.

“This is a 24-7 business,” she said. “It’s sometimes hard to draw the line, and you have to really love it to put in the long hours, and do so not just out of obligation, but because you want to do a great job. I consider myself really fortunate that I found my life’s calling, and that I love it as much as I do.

“Most of my business today is built on past clients and referrals,” she added, which is extremely fulfilling. The reward for me is in the work, in the results, and in the opportunity to make a difference in the lives of my clients by helping them achieve their goals.”

Explained clients Jim & Elaine Van Paepeghem: “Working with Teri was an outstanding experience. She really epitomizes what a real estate agent should be. She is a role model for excellence. She provided us with top-notch service. She came recommended from a family member, and was one of three agents we interviewed. She came in prepared, with area comps and a note pad and pen, ready to take notes, unlike the other two agents. She really listened, she asked all the necessary questions, and she made us feel comfortable that she could sell our home. We had two offers and the home sold in 88 days, in a changing market. She did a fantastic job.”

Part of what makes Teri so unique is her ability to assume many essential roles. She is a tireless researcher, working to find the ideal listings for her buyers. She is an area expert, using her knowledge of inventory, pricing trends, and market conditions to guide both buyers and sellers. She is a master networker, utilizing her contacts to streamline deals. She is a marketing whiz, putting together programs that get her listings noticed and showcase them to the right people. And that is only the tip of the iceberg.

“I feel like you have to have a degree in psychology to manage all the ups and downs and different personalities you come across in this business,” she said. “There are extreme highs and lows, sometimes in a matter of an hour, within the same transaction. You have to be part punching bag, part therapist, have a lot of patience, and be able to roll with the changes.”



Fortunately for her clients, Teri can massage deals where needed, advise her clients when to walk away, and negotiate with a tenacity that belies her friendly demeanor.

“When it comes to negotiating on my clients’ behalf, I am a different person,” she said. “I switch gears and get tough. I always want my clients to walk away feeling as though they got the best home, the best deal, and the best service.”

With all she has to offer, it is no wonder why so many people who are buying, selling, or looking for a great agent to refer a transferring client to in the Atlanta area, make Teri their first call. From their first home through to their fifth property, clients always know they can Bank on Bowen.

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