

# TOP AGENT MAGAZINE



## Wendye Pardue

An agent must bring something creative and personal to the process to earn *Connecticut Magazine's* Five Star Overall Customer Satisfaction Award four years running as well as a steady stream of referrals. Wendy Pardue's journey to real estate was just that – creative and uniquely her own.

Wendye worked with Martha Stewart for two years before spending two decades as a freelance food stylist, hired by photographers, directors, and companies like Pepperidge Farm, McDonald's, and Kraft to stage their products for print and television ads.

“At some point in food styling, I decided to do something different on the side for fun so I took a week course in Feng Shui at Omega in Rhinebeck, New York,” she shares. “I ended up taking a three year course of study.” Feng Shui addresses how energy flows in a space, impacted by structural elements, furniture, artwork, object placement, and decluttering. Wendy continued her food styling and did Feng Shui consultations on the side.

Eventually, Wendy wanted a change in profession and lifestyle. “It occurred to me that if I was already working with people to sell their homes through Feng Shui, why not consider the whole package?”

Wendye earned both her staging certification and real estate license in 2005. Although she no longer does Feng Shui consulting, she works with some aspects of Feng Shui that marry well with home staging if clients are interested.

Wendye notes, “My previous career selling food products through TV and print media and my training as a home stager prepared me to position a house on the market to stand out from the competition.”

“I give my clients staging advice and help if they are interested. I will call in a stager who can rent furniture for clients with big needs but lots of houses just need tweaking like new pillows or accessories or rearranging furniture, which I can do. I like to give a house its best opportunity to make a good first impression.”

“I also talk to clients about their intentions which need to be set clearly in order to move forward,” she says.

Wendye adds one of the first things she does with a listing is “space clearing because energy, like intentions, can get stagnant and stuck. It may sound a little kooky but it is very effective.”

The agent adds, “Though I came from a very different field, I have incorporated all that I have learned. I really want to do the best possible job. To assist with this, I want a brain trust behind me.” Wendy chose William Raveis Real Estate, a family-owned company with offices in several states and a global network with excellent marketing resources. Within the Raveis organization, Wendy works with The Waring Team, a group of four agents and an administrator that provide support to each other. Top Producer Wendy adds “It's very beneficial to be part of a team but we operate as individuals with our own listings and clients.”

“My philosophy in every sale or purchase is to create a team with everyone involved, including the other agents,” Wendy shares. “With this approach, you can usually move forward smoothly. It's wonderful to be closely involved with my clients during the whole process, to go back after the sale and see the transformation that takes place when a client makes the house a home.” With her client-centered philosophy and unique marketing skillset, it's no wonder that Wendy is a Top Agent.



For more information on  
Wendye Pardue,  
<http://Wendye.Pardue.raveis.com>  
Contact Wendy Pardue at  
[Wendye.Pardue@raveis.com](mailto:Wendye.Pardue@raveis.com)  
Cell (203) 247-7927 | Office (203) 845-9696