

by Drew Plant

Debby Braun



rising star profile

During her more than 20 years in a sales career, Debby Braun didn't know she was actually preparing for her next career—in real estate. You see, her 18 years of direct response-print-Internet sales, Braun traveled all over the Metro Atlanta area, becoming familiar with many neighborhoods. Today, she puts that knowledge to the test every day as a REALTOR® with Keller Williams Sandy Springs.

To understand what drove her to make the career change, Braun takes us back to 1966, when her family moved to the Chamblee Dunwoody/I-285 area.

"Folks in Buckhead could not understand why we moved 'way out there,'" she says. "Now this area is considered highly desirable and certainly is in demand. The extraordinary growth experienced in this and other areas is what drove me to change careers."

And, after just four-plus years in real estate, it indeed seems to be the place for Braun. So, surely it's more than a great grasp of Atlanta geography that makes this relatively new REALTOR® right for the job. Of course it is.

"When I was in my (non-real estate) sales career," Braun says, "I prided myself on being a dedicated, determined sales person who understood the art of negotiation and communication. I devoted tireless efforts to meeting the needs of my clients. Well, I brought that drive and enthusiasm with me to real estate and I believe my clients and colleagues appreciate that."

Client testimonials underscore Braun's professionalism and, you might say, approval rating. For example, one satisfied home seller has this to say of Braun: "I don't know how I would have handled the sale of my home without your diligence, persistence and commitment to help me as a seller.... You thought of everything and covered every base.... I will definitely recommend you to anyone looking to sell or buy a home."

It's also apparent that Braun's sales and advertising background provides her with a distinct advantage in terms of finding unique ways to describe, showcase and market a property. In a



Tireless Energy and Savvy have made her a Rising Star

market with many choices, that's a distinct advantage for her clients, as is her energy level.

Braun definitely has an energy level and, again, that trademark enthusiasm, that benefits buyers and sellers alike.

She has put some of that energy in to quickly building "affiliate" relationships that help her and her clients. To wit, she has a strong network of home inspectors, mortgage professionals and others who know the needs of the people she serves. Likewise, by having all of these professionals at the ready, Braun knows what they offer and knows she can trust their reliability.

For instance, she points out that AHM Mortgage has a homelisting marketing search tool that has served her home-buying clients well.

"Relationships like this add value to the services I offer," Braun says, "expanding what I offer, in a sense."

Even so, she brings quite a bit of value to the process herself, as evidenced by the fact that even one of her relaxing pastimes benefits the people she serves. Braun is rather adept at landscaping and endeavors in that hobby as a stress relief tool. Ultimately, the lessons learned from landscaping show up in the yards of her clients.

"I've realized that even talking about landscaping relaxes me," she says, "AND it helps build rapport with buyers and sellers. It also is another way I can help them market their home...through hands-on landscaping tips and home staging."

It seems that, quite literally, all of Debby Braun's experience—from geographic familiarity to marketing expertise and, yes, even landscaping expertise—is brought to bear in service to her clients. ★

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