

LEADING WOMEN IN BUSINESS ■ THE METROPLEX

Luxury Realtor® Leads the Way with Marketing Innovation

Sharon Hodnett, a 28-year real estate veteran, continues to raise the bar for buying and selling homes in Tarrant County.

Scrolling through the client testimonials on Sharon Hodnett's website, you'll notice some common themes: *professional, knowledgeable, hard-working, personable, trustworthy*. Again and again, clients rave about their experiences with Team Hodnett. Whether she's listing a home or helping a client buy one, Hodnett excels at delivering exceptional results.

The proof is in the numbers. Hodnett's listings average just 37 days on the market (compared to an industry average of 68 days), and she routinely sells properties for 4 percent more than the average agent.

It's not luck. It's the result of a relentless work ethic and creative marketing strategies.

Secrets to Success

One of the few Certified Luxury Home Marketing Specialists™ in the region, Hodnett spends more than \$100,000 per year marketing clients' homes. Her listings appear on multiple websites, including the exclusive luxury site www.luxuryrealestate.com, and each listing can be found 100,000 times through internet searches.

All listings come with a virtual tour, high-definition professional photos, and two complimentary hours of professional staging. A sophisticated tracking tool accounts for every call or click a listing receives, and leads are followed diligently. "I'm all about keeping up with trends in technology," Hodnett says. "If you're not on the cutting edge, you'll get left behind."

Hodnett's clients are also privy to her exclusive database of more than 10,000 clients—1,500 of whom are actively seeking new properties.

Above and Beyond

When clients wanted to buy in a specific neighborhood but no houses were available, Hodnett called the agents from every expired or cancelled listing in the past two years to see if any of their clients were interested in re-listing. Three were willing, and Hodnett's clients nabbed their dream home.

Hodnett is known for thriving under challenges like this. "I like fixing things," she says. "One of my strongest fortes is keeping a deal together, especially after an inspection. I have great contractors who estimate the cost of every item on an inspection report so that it takes the unknown out of potential problems."

Hodnett is also renowned as an industry mentor, and her team of nine agents continues to thrive and expand.

"If you're thinking of listing or selling, let's meet," Hodnett says. "There's never an obligation to hire us, but I enjoy sharing my knowledge, and I want you to understand how I can help."

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Sharon
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SHARON HODNETT
THE HODNETT TEAM