

TOP AGENT MAGAZINE

SALLIE CHESTER



Sallie Chester heaps praise on Exit Real Estate Consultants in Lexington, SC, which she calls “an empathy-oriented company instead of an ego-driven one.” It’s a perfect match, because those same words describe Sallie herself. “I care more about the human element of the transaction than I do the monetary result,” she says. “I try to treat everybody the

same. My heart is open to all, and I give credit to my parents and grandparents for nurturing that caring spirit in me.”

Heart is what landed Sallie in the real estate industry. She was teaching school, but ended that career to take care of her parents. They passed away 40 days apart. At the same time, Sallie was going through a difficult divorce. It all left her emotionally and physically exhausted. Then a friend, the broker in charge at a local real estate office, called. “My friend said she didn’t want to insult me because she knew I was over-qualified,” Sallie relates, “but she needed someone to answer the telephones and asked if I would be interested. I had bills to pay, so I did it.”

While at Century 21, Sallie observed the agents working there and realized that even those who lacked customer service skills were making money. Sallie knew she had the brains, heart and compassion for people to be successful in real estate. After some time, she went into her broker’s office and told her she was thinking of going to real estate school. The friend started laughing and replied, “I was wondering what was taking you so long!” Sallie got her license in April 2006 and was the company’s top listing agent the following month. She has never looked back.

In 2007, newly remarried, Sallie relocated to the Lexington side of Lake Murray, where repeat clients and referrals now account for 50 percent of her business. “My clients know I’m going to take care of them,” she says. Sallie keeps in touch through a monthly newsletter, Facebook and an occasional “pop-by.” She says, “I’m in the places where the majority of my repeat clients reside. I like to say that Lake Murray is where I live, work and play.”

In 2012 Sallie hired a licensed real estate agent, Jennifer Williams, as her assistant, to handle the technology and details “behind the scenes.” For her listings, Sallie uses a professional photographer who creates high-quality photos and a virtual tour. Additionally, she writes a blog for each of her Lexington and Lake Murray listings, including particulars such as utility service providers, neighborhood amenities and the home’s

proximity to airports, interstates, hospitals, nearby cities and local attractions. “I think it’s important to market the lifestyle as well as details about the home,” she says. The blog is posted on Sallie’s personal website and serves as a detailed property description for various other real estate sites. Once in MLS, the listing receives national syndication. Jennifer then goes onto those sites and enhances the listing with a virtual tour link, photos, description, etc. Additional marketing efforts include on-site property fliers, social media exposure and a weekly report reflecting online traffic.

Sallie Chester ranks among the top 3 percent of all agents in the Greater Columbia MLS; she’s been one of the top two agents for sold listings in her niche market, the Lexington side of Lake Murray, since 2008; and she’s #1 in compassion.

Whether in life or work, Sallie is all heart. With an undergraduate degree in music, she sings and plays piano and organ. Sallie is a member of the Lexington County Choral Society and is often solicited for community events and church services. She also volunteers with Habitat for Humanity. Sallie is a charter member and former director of the Lake Murray Chamber of Commerce and a member of the Lake Murray Association.

Her heart is never far from her career. She’s a member of the National and South Carolina Associations of REALTORS and the Central Carolina REALTORS Association, where she is a member of the Board of Directors and chairs the Circle of Excellence Committee, of which she’s a life member. She values these affiliations because, among other things, they hold her to a higher standard.

Sallie’s proud to be part of the family of Exit Realty, which she considers a phenomenal company with a unique culture and commitment to mentorship. She says, “If you treat people well and do the right thing, you’ll reap benefits monetarily and emotionally. What’s good for you as a person is good for your family, your community and your clients.” With Sallie’s proven track record, her philosophy and commitment to “heart” have served her well.



For more information about Sallie Chester of Exit Real Estate Consultants, Lexington, South Carolina, please visit salliechester.com, call 803.707.8595 or email realestatesallie@gmail.com