



AGENT SPOTLIGHT

MICHELLE BOYD

Dacula, GA

"My first year with YHSGR I made more money than I ever had. I had a quantum leap my first year and hit the 6 figure mark and I did not have to kill myself doing it."



Overview

Before dominating in Real Estate, Michelle worked in property management. Feeling like she could do *more* for the life she wanted to live, she got her real estate license! Michelle worked in smaller real estate companies and eventually purchased an Assist 2 Sell franchise, though she sold it in 2010 due to current market at the time.

"Back then I was amazed to hear what Todd Walters was receiving in commissions. I could not believe clients were willing to pay him such a high percentage. I should have taken the time to find out and jumped on board with him then.". Michelle's first year at YHSGR, she made more money than she ever had. She even had her Quantum Leap in her first year and hit the 6 figure mark, without giving up her personal life to do it!

Game Changer Systems: "The number one game changer for me is knowing what I am worth and how to get it. Having the confidence not to conform to what everyone else is doing. I really love being a part of YHSGR."

Lessons Learned: I do not have a team but am realizing that I need an ISA and or a virtual assistant, because it gets overwhelming sometimes and I could triple my current income if I just had some help!"

Giving to Charity: "I always donate to one of our charities, but I like to mix it up and give the client the option to choose - or I just rotate them myself!"

Current Statistics: Michelle has sold 11 homes in 2024, and has 2 pending with 5 recent BBA signed! She expects to have about 20 more closings before the end of 2024.

Go Michelle!!

Keep up the **AMAZING** work you do Michelle!!!

MICHELLE'S ADVICE FOR NEW AGENTS:

- 1) Answer your phone or texts, do not rely on email communication, and never write an offer without speaking to the listing agent.
-You can listen and get valuable information from them and sometimes they don't even realize they are telling you things that may just help you in making a winning offer. I know this is hard for you millennials.
- 2) Never take a listing and publish photos taken with your cell phone.
- 3) Take lots of notes on everything you are doing with a client.
- 4) Acknowledge that this is not a 9-5 job. I used to bring my FAX machine with me when I went away. (That's Crazy)
- 5) Always ask for help if you need it. Find a coach or person who can give you some insight into any situation you are questioning.
- 6) Follow up always...Put every person you can find in your CRM.

