

DEANNA BARLEY

It only takes a few minutes of reading through some of Deanna Barley's reviews to understand why she is fast-becoming one of the most sought after Realtors® in Washington State's Eastside communities. Clients consistently praise her knowledge of the area and the industry, her warmth, and the hard work she puts in to ensure that every transaction goes smoothly. But homebuyers and sellers who share Deanna's commitment to serving those who are less fortunate have yet another reason to work with her. It's there on all of her signs.



trustworthiness. "Those are the most important qualities," says Deanna. "Because it doesn't matter how much an agent knows if they are not acting in the best interest of the client." All of her clients also know that Deanna will always go the extra mile to help them achieve their goals, and she's built a reputation for finding the yes in a no when it comes to negotiations. "Let's just say that where there's a will, there's a way," she laughs.

"For several years now I've been donating 10 percent of my commission from every transaction I close to a charity called SEAOF, which builds homes called "Hope Houses" for orphans in Viet Nam," Deanna explains. "I indicate that on my signs to raise awareness, which has even helped draw donations to the cause independently of our home sales."

Deanna earned her real estate license 6 years ago at the urging of a Realtor® friend in California, who recognized that her personality and impulse to service were exactly what the industry needed. As a daughter of two carpenters, Deanna had also grown up around construction, often accompanying her parents to job sites and to view model homes. "So I think a latent passion was there for me as well," she says. "I see myself as an advisor rather than a salesperson. My job is to help my clients recognize both the pros and the cons of a home or property, and to help them distinguish between problems to be avoided versus issues that can be easily resolved. It's incredibly rewarding to be trusted with one of the biggest financial decisions most people will make, and I take that responsibility very seriously."

She's a top-producing agent with Keller Williams-Pacific Northwest out of Everett, representing clients all over King and Snohomish counties. A healthy-half of her business comes from either referrals or repeat clients, who value Deanna's down-to-earth personality and her

Deanna deploys a comprehensive marketing campaign for her listings, utilizing everything from postcards and brochures, to social media ads, to custom websites that are built for each property. She also creates QR codes that potential buyers can scan from her signs—or upon entering the home during an open house event—which directs them to the website. The tool has been incredibly successful in gaining maximum exposure for her sellers' homes.

Going forward, Deanna is in the process of earning her designation as a Certified Luxury Home Marketing Specialist (CLHMS), and then plans to pursue a managing broker's license somewhere down the road, when she will begin building a small team. She also works helping a custom homebuilder with interior design. "Ultimately, I want to brand myself as a Designer/Realtor® who offers value in every aspect of real estate."



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