

featuredagent

magazine



Shannon Grimm



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Columbus-area real estate agent Shannon Grimm has always been motivated by the desire to help people, and it shows in her career choices. She considered pursuing a career in nursing before shifting her focus to real estate and getting her license in 1995. She also has a degree in real estate from Columbus State. “I always really loved new homes and was addicted to a local Sunday morning home show,” she recalls. “Watching that encouraged me to get into the business and help people find their own perfect homes.”

She manages the Shannon Grimm Team at HER® Realtors, the largest brokerage in Central Ohio, and focuses on listings and selling new construction in the Columbus area and surrounding suburbs. Shannon is also a member of several MLS boards around Lake Erie. A native of Vermilion, Ohio, Shannon gets a special joy from working with clients who are new to the area. “As a Residential Relocation Specialist, I get to share my knowledge and love of the city with them,” she says. “It’s exciting because Central Ohio is one of the fastest growing areas in the country!”

After being in the business for many years, it’s no surprise Shannon has developed a loyal group of core clients, who are more than happy to share her name with others. “I’d say at least 75% of my business comes from repeat clients or referrals,” Shannon states. “I think that results from my being truthful,” she continues. “Sometimes I’m honest whether I want to be or not — it just comes out!” She understands that part of being a good REALTOR® is telling clients what they need to know, rather than what they want to hear. “They may not like it in that moment, but ultimately clients always tell me they are thankful for my honesty.”

Shannon has also gained a reputation for going above and beyond to ensure her clients have all the information they need to make good decisions. Not only that, she offers special touches that set her apart, like taking photos throughout the new build process and giving them to clients as a move-in gift.

Another way Shannon has built her business is by staying in touch with clients after a transaction is



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complete. "We try to develop an ongoing relationship with our clients. No one is just a number to us," she says. "I keep in touch by sending out different mailers throughout the year and periodically delivering little gifts," she says. "I also stay connected to many clients simply by texting with them or following on Facebook."

Her long tenure in the business gives Shannon some unique insights that can be helpful to those just beginning their real estate careers. "I tell new agents that it's going to be a lot more work than they probably anticipate; there's more to it than just selling a house," she says. "When you're going through the classes, they don't really tell you that you're responsible for generating your own business. When I started out, it was very cut-throat; no one wanted to guide you the way they do now."

She did, however, receive one piece of advice early in her career that she remembers to this day. "When I first got started, I had someone tell me, 'Not everyone is going to want to work with you, but it's not personal. Clients choose different people for different reasons.' I've never forgotten that," Shannon says. "That taught me I can't focus on the negative. I need to stay positive and move forward."

That positivity has served Shannon well. She was recently honored with the Sales Manager of the Year award for 2015 for her company's new construction division. She has also earned a spot in the Columbus Board of REALTORS® \$5-Million-Dollar Club, and has been recognized as a Five Star Real Estate Professional the past two years, in addition to numerous other honors. But it's not the awards that she enjoys



the most. That honor is reserved especially for her clients. "I love meeting new people and getting to know them," she explains. "Every person is different and every transaction is different, I could never do a 9-to-5 office job." She sums up her love of real estate with this, "There is nothing better than loving what you do for a living and meeting new people along the way."

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