



Real estate is a family affair for San Francisco REALTOR® Jennifer Burden and her parents, Carren and Earl Shagley. Together, they work as the Shagley Team for Zephyr Real Estate. “My parents have been in the business about 30 years, and I’ve been in it for 13,” Jennifer explains. “Before that, I worked as an attorney for almost 10 years. When I realized it wasn’t the lifestyle I wanted, my parents encouraged me to join them in their business.” Jennifer didn’t hesitate to accept that offer. “It just seemed like a natural fit because growing up I did open houses for my mom and other real estate related work, so I already knew a little about the business and always had positive feelings about it. As soon as I started, I knew it was the right choice.”

Carren and Earl have been in San Francisco since the mid-70s and Jennifer is a native, so they all know practically every corner of their incredible city and enjoy sharing that inside knowledge with their clients. “We’re

very hands-on with our clients,” Jennifer says. “One of us will take the lead, but all of us are included on the correspondence and what’s going on so we can step in when needed.” The team treats every client the way they would if they were working with a family member. “We’re very protective; we want to make sure clients buy themselves a good asset and a good home,” Jennifer says. “That’s our primary concern and that in the end, they’re happy with the purchase they made.”

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With a majority of the team’s business coming from repeat and referral clients, it’s safe to say Jennifer, Carren and Earl are making their clients very happy. “After working with us, a lot of clients will say, ‘We always thought real estate agents were dishonest, but you’re so genuine.’ I think clients appreciate how hard we work, how honest we are, and how well we know the market,” Jennifer says. “We base everything we do on being ethical, fair, and knowledgeable. We are a valuable resource to our clients throughout the transaction and well after the close of escrow, providing referrals and advice whenever needed.”

The team focuses on not only cultivating positive, lasting relationships with clients, but with other local real estate professionals as well. “Real estate is a very personal business, so having connections with other agents is also very important,” Jennifer says. “We come with really high recommendations and strive to fulfill those expectations when clients and other agents start working with us.”

They are also involved in community activities related to real estate. Carren is on the Bernal Heights Board and works on issues related to affordable housing and seniors. Jennifer has worked with foster care kids as



part of CASA and is currently active with neighborhood groups that work on green areas and neighborhood beautification.

The team has been honored with a number of impressive industry awards, but for Jennifer, the greatest reward comes directly from her clients. “What I’m most proud of is knowing I’ve helped people who are really happy in their homes. I had a client who called me after a decade to tell me she couldn’t believe it had been 10 years and that she was still so happy in her house,” Jennifer says. “Sometimes when we meet people they’re nervous or hesitant, but after the fact, when they’re happy and they know they’ve made a good investment, that’s a great feeling.”

Looking to the future of the business, Jennifer predicts even more happy clients. “I really enjoy what I do and



appreciate that people trust me with their largest asset,” she says. “I love the problem solving in real estate and the fact that problems do get solved. That didn’t always happen in the legal world.”

Jennifer Burden & The Shagley Team

Zephyr Real Estate | San Francisco, CA

415.871.3885 | jennifer@shagleyteam.com | www.ShagleyTeam.com