

featuredagent

magazine



*Melody
Smith*



Melody Smith

“I’m very competitive and real estate is a very competitive field that allows me to be my best,” says Orange County REALTOR® Melody Smith. Before pursuing a real estate career, she used her master’s degree in medical technology to manage laboratories in two large area hospitals. “I generally was putting in seven-day weeks and if I was going to be working that much, I wanted to put in those hours for myself,” she says. “I also wanted something that was going to be challenging.”

Now celebrating her tenth year in real estate, Melody focuses on one of South Orange County’s few remaining equestrian communities, Nellie Gail Ranch. “My client communication is what I believe sets me apart,” Melody explains. “Most agents might have one face-to-face meeting with the client and hand over the rest of the transaction to a team. I do have a team, but it’s more about being a support system and freeing my time so I can be one-on-one with my sellers and buyers. When working with luxury properties, it’s important that I am the one to host their open houses and am present every time

their homes get shown. This allows me to make sure it is presented in the best way possible and to give my clients first-hand feedback to possibly adjust our selling strategy.”

Utilizing cutting edge technology like professional video productions, implementing behavioral based digital marketing plans, hosting grand opening galas, providing access to interior designers, and having a vast international presence — when it comes to how she conducts business, Melody adopts a ‘no-stone-left-untuned’ approach. “Every transaction is different with many unique aspects to each,” she says. “I go to great lengths to make sure my clients’ best interests are protected and their priorities are put first.”

There’s a statistic Melody keeps in mind that helps her stay motivated. “There are over 40,000 real estate agents in Orange County, but only 2% of that make a living doing it,” she explains. “The most important advice I received early on was to treat real estate like a business and not a hobby. It takes discipline, commitment, and a strong work ethic to become

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successful. My friends tease me that real estate agents just collect paychecks over lunch; it really isn’t like that. A lot of people don’t understand all this business requires and how hard you have to work to actually earn your clients.”

Her commitment to her clients has earned Melody a number of honors, including Rookie of the Year her first year in the business. She also receives the Centurion Award every year, which represents the Top 1% of Century 21 agents in the nation. “A lot of agents are really focused on those awards,” Melody says. “I do appreciate them. But for me personally it’s not about those trophies or plaques to hang on my wall. The highest achievements are the referrals and repeat business I get from my clients. That’s the confirmation that I’m achieving what I set out to do.”





With four kids who attend three different area schools, Melody describes herself as the ‘PTA go-to person.’ “I’m happy to support events that support our schools and community,” she says. “I’m also a huge dog lover and reach out to as many local animal rescues and charities that I can to support them.”

Though she has more than enough business to keep her busy seven days a week, when Melody takes a break, her time is devoted to family — including the four-legged members of her clan. “We love to take the kids and the puppies out for hikes and like to travel as a family when we can.”

For Melody, there’s a lot to love about real estate. “I’ve worked more hours than I ever have but I get to control my schedule, and be there for my kids; I love that,” she says. “Plus, the sky’s the limit. I can



be as successful as I set my mind to.” That future success includes increasing her rate of referral and repeat business. “Right now, about half my clients come to me that way, and I’m working toward getting that up to 100%,” she says.

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