



“Once I set my sights on something I’m going to go for it full force,” says Florida REALTOR® Abby Nelson. That all-in, no-holds-barred approach has served her well as she has grown her business into an impressive team, Abby Nelson’s Great Homes Group. She started in real estate shortly after college, and immediately started seeking a mentor. “I asked my broker for a list of agents I could shadow, but no one was calling me back,” she recalls. “Finally, one did and said it was because I was so persistent. He ended up mentoring me for four years. I think it’s important to have that when you’re new in this business or you will get lost.”

Now a licensed REALTOR® for more than 12 years, Abby and her team work with clients throughout Central Florida, including Orange Lake, Seminole and Osceola County. They enjoy serving a wide range of clients and have worked on everything from \$10-thousand-dollar properties to multi-million-dollar listings. Abby firmly believes the price point of a property has nothing to do with the level of service they provide — every client is treated like a VIP. “We have worked hard to identify our core values, which are summed up in our mission statement: To provide you with exemplary service that inspires you to refer us and come back to us when life moves you,” Abby says.

She is proud of her team’s “amazing” work ethic and describes herself as being a systems-oriented person with an eye for detail. “We have put a lot of thought and time into developing systems that work for us and our clients,” she says. “We put a lot of care into each transaction and are very communicative and quick to respond. We’ve never had someone complain to say we’re communicating too much,” she adds. That exceptional level of service and communication results in satisfied clients who are more than happy to share Abby’s name with friends, family or co-workers who need a great REALTOR® on their side.

Acknowledging that buying or selling a home can be a very stressful time in people’s lives, Abby does everything she can to put clients at ease during the process.

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“I try to make people feel comfortable,” she says. “I have a teacher’s heart and it’s important to me to educate clients so they really understand what’s happening at each step during the process.” That desire for education and understanding extends to Abby’s team, as well. “In this business, drive and passion will only take you so far, you also need knowledge,” she explains. “I give the new agents on my team the tools to do things properly so they don’t have to seek out advice like I did when I started.”

Abby and her team have been recognized with a number of industry honors, including the Five Star Real Estate Professional award and inclusion in Top 100 Agents in Orlando. There’s also a recent honor she was especially proud to receive. “I was named as one of the Top 10 agents in Orlando. Not based on volume or numbers, but because past clients had nominated and voted for me. I didn’t know anything about it until I got the call and that means a lot.”

Now that Abby has her full team in place, they have exciting plans for the future. “Going forward, it’s going to be about focusing on what each one of us can do individually and accomplish together as a team.”



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