



*When it comes to forging a path* in the world of real estate, Jeff Reynolds has all the necessary tools for success. Early in his career, he got into sales and spent years honing his skills, followed by more than a decade as a successful entrepreneur owning a popular local restaurant. But when his partners in that venture decided to go in another direction, Jeff had to make a choice. “I started to think about what my options were based on my skillset,” he explains. “I realized real estate was the best fit for me, so I got my license and started interviewing brokers.”

Jeff admits it was “a bit terrifying” to leave a secure income for something unknown, but that gamble has paid off. “My first year I was able to do 24 transactions. Being in a brand new industry and accomplishing that so quickly was very satisfying,” he says. One of the keys to Jeff’s quick success is his mindset and his belief that success leaves clues. “I’ve researched what other successful agents do in this business and I try to emulate their activities.”

Jeff met his wife, Wende, while interviewing real estate brokers. Jeff says, “I walked into the local Keller Williams office to meet some of the other agents and get a feel for the office and met Wende for the first time.” Two years later they are married and now the two of them work as a

team. As luck would have it, they each bring a different set of complementary skills to their partnership. Jeff focuses on generating leads and following up with potential clients, while Wende handles contract issues, social media marketing and more.

The team approach allows Jeff and Wende to offer clients the honesty, integrity, responsiveness and results they’re looking for. “If I had gotten into real estate when I was younger, I think I may have had more of a ‘what’s in it for me approach.’ Now that I’ve had more life experience, I realize it’s about providing what clients want and need,” Jeff explains. “We always respond to clients’ needs quickly and provide a form of security and comfort to let them know we have their backs and are trying to achieve the best results.”

Just two years into what’s shaping up to be a long and successful career, Jeff is already attracting notice. He was invited to be part of the Keller Williams Agent Leadership Council, an honor reserved for the top 20% of producers in each market center. “I’m honored to be part of it and looking forward to learning from other top producers,” Jeff says.

Jeff and Wende agree it’s important to give back to the communities that support their business. “We’ve participated in several local events in our community and Wende is a mentor for teens at a nearby youth home. “We are looking forward to doing even more,” Jeff says.

After a promising start in the business, Jeff and Wende are excited about what the future holds. “I started with 24 transactions in 2015, Wende and I teamed up and we intend to hit 40 transactions this year and our goal for 2017 is 60 transactions. That should translate to over 11 million in sales volume. We are currently getting the systems in place to be able to handle and sustain that kind of growth. Hopefully this encourages a lot of new agents out there.”

Although real estate keeps him very busy, Jeff still makes time pursue one of his passions — hiking in the Blue Ridge mountains. “I started five or six years ago with a hiking club and found I absolutely love it,” he says. “My goal is to eventually hike all 2,174 miles of the Appalachian Trail.”

Jeff Reynolds & Wende Harrison Reynolds

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