



If Wyoming real estate professional Jessica LaCour has any regrets about her chosen career, it's that she didn't get into it sooner. That's not to say she's a late bloomer, however. In fact, quite the opposite is true. Always an entrepreneur, she opened a high-end men's and women's clothing boutique in her small hometown when she was just 20 years old. But after running that business successfully for several years, she was looking for a new challenge. "I hit a point of wanting to do something else that also involved selling," Jessica explains. "I had done a lot of outreach within my community, so real estate was a natural go-to."

Now three years into a rapidly growing career, Jessica is the Broker/Owner of 411 Properties in Gillette. She and her team focus on working with home buyers and sellers in Gillette and Cheyenne, and are happy to help clients throughout the state of Wyoming.

In just a few short years, Jessica has already built up an impressive base of repeat clients and referrals and that number continues to grow. "Putting my clients first is my top priority and many of them end up becoming my

friends," Jessica says. "I always do for my clients what I would want my real estate agent to do for me. Once you build that trust factor, it stays there," she continues. "I think it's what keeps my clients coming back and telling others about me."

Additionally, Jessica uses her extensive marketing background to showcase her clients' properties across a range of advertising platforms. This allows for a quick sale at the best possible price for her sellers.

One of the many things Jessica loves about real estate is the fact that there's no limit to what she can achieve. "There's no limit! The harder you work, the better you will be," she says. "I always tell people that if you have a good work ethic, real estate can be the most rewarding career you'll ever have."

Never one to be satisfied with the status quo, Jessica is currently working on becoming a Certified Residential Specialist (CRS). It's a qualification she can add to her already impressive list, which includes her extensive knowledge of working with new construction and being certified in foreclosures and short sales.

As someone who was already recognized and active in the community, Jessica remains committed to doing whatever she can to help the town grow and continues her involvement with several local charities. She also still oversees operations at her clothing store, is an avid body builder and participates in figure competitions when she finds the time.

When asked what she enjoys the most about her chosen career, Jessica's enthusiasm is infectious. "I love everything about it," she says. "The new people I meet every day, the new places I get to go and seeing how happy my clients are when we make the biggest purchase of their lives come true."

It's safe to assume everything Jessica has already accomplished in real estate is just the beginning, especially when you consider her plans for the future. "I have goals that include expanding into Colorado, Oklahoma and South Dakota. Like I said, there are no limits in this business."

Jessica LaCour

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