



When it comes to buying or selling a lake home in beautiful central Minnesota, you won't find a more qualified real estate professional than Missy Johnson. She has been fascinated by real estate since she grew up on her family's farm and watched her parents buy and sell a number of properties. "They were always looking at properties, and we would vacation at different lake homes every summer," she recalls. "I got to see many different types of real estate and it's something I've always been interested in doing."

Missy uses her extensive knowledge of the area and her large sphere of influence to her advantage and both have proven valuable to the success of her 16-year career. "I have created a reputation so that when people think of me, they think of real estate," she says. "I'm a very hard worker — some might say a workaholic — and I know the industry very well."

For Missy, finding just the right property for a client or helping them decide if it's the right time to sell starts with

actively listening to fully understand their needs. She also lives and works by the Golden Rule, and believes being hardworking, trustworthy and displaying integrity are all factors that contribute to her success and keep her clients coming back and recommending her to others. In fact, Missy is proud to have a client base that consists of more than 50% repeat clients and referrals. "Clients know my work ethic and that when they contact me, I can have them viewing properties within 24-48 hours," she says. "They can call me any time and I will always call back as soon as possible."

Because she has excelled in a career where many agents ultimately last only a short time, Missy is often asked how she makes it work. "Real estate is not for everybody, but a lot of people come and talk to me about it. I never discourage anyone from trying it," she says. "Even if someone gets their real estate license then decides it's not for them, it's a good education because most people will be buying or selling properties throughout their lives."

Education has also played a key role in Missy's success, and she encourages others to do what she did: start in a company that is willing to educate new agents and find an experienced broker to act as a mentor. "It's important to learn the right way to do things from the beginning, because that's what is going to carry you throughout your career," she says.

Along with her reputation as an outstanding real estate agent, Missy has also become known as a go-to person to help in the community. "I like to volunteer and almost always donate whenever I'm asked to support a local event," she says.

Since joining Lakeplace.com, Missy has grown her business year-over-year, which means she gets to do even more of what she loves. "Every day I get to help people find the property of their dreams or put first-time buyers in a home. It's very gratifying to know I'm helping people on a daily basis."

When Missy is not working, she likes to spend time with her family going golfing, traveling and, of course, boating on the lake.

Melissa (Missy) Johnson

Lakeplace.com | Alexandria, MN

320.808.4233 | missy@lakeplace.com | lakeplace.com

