



From her very first day as a real estate agent, Houston native Luanne Marshall has insisted upon putting people first. A former teacher who taught in three different school districts, Luanne says that her decision to move into real estate was a natural progression. “I loved helping kids become the best they could be. At the same time, I had also always loved architecture, design, decorating and home styles. I was always looking at houses in my spare time, and of course loved

HGTV,” she says with a laugh. “I felt like I could continue working with people to help make dreams come true as a real estate agent.”

Luanne earned her real estate license in 2005, even though she would continue teaching for another two years. “I got my license in 2005, so I would be able to access the MLS and begin learning everything I could about the market,” she says. After spending two years gaining as much knowledge as she could, she resigned from teaching, activated her license, and dove head-first into her new career.

Luanne loved working with buyers and sellers from the start. “I am a people person, and for me the best thing about being a real estate agent is the incredible relationships and friendships I get to build. I’ve always given 110% to getting to know my clients. If they are sellers, I want to know about their life and their family and what they loved about their home, so I can share that passion with potential buyers. As their business partner, it is my job to get them top dollar, while also setting reasonable expectations, based on my years of experience and knowledge of the market.”

She puts forth this same dedication into helping buyers find the perfect home for their needs. “I’ve lived my whole life in Houston, and as a teacher for so many years, I am very familiar with the school districts. I’m able to

use this personal knowledge to help my buyers find a home they can afford, in the area they want to live.”

Luanne’s devotion to building genuine relationships has greatly contributed to her success in real estate, and she is consistently recognized with industry awards. As a first-year agent, she earned the Rookie of the Year award not only for her Keller Williams office, but also for the entire West Houston area. She continues to receive Top Producer and Multi-Million Dollar Producer awards, with her most recent resulting from her incredible sales success in 2016.

However, although the awards are humbling, Luanne’s true joy stems from succeeding for clients while remaining true to the values and convictions that have shaped her career. “I have strong Christian values which guide me. I believe in being honest, having integrity, and being loyal. High ethics are extremely important to me, and I will never compromise morals. My clients know that any information they share with me will remain confidential.”

Though the transaction may end at the closing table, Luanne’s commitment to showing her clients how much she genuinely cares about them continues on. “I send surveys out after every single transaction. I want feedback from my clients on the services I provide. I want to know how I can improve, because I truly care about the people I work with. I want to always be a friend, while maintaining a professional relationship as well.”

Luanne further demonstrates just how much she cares through periodic check-ins, welcome home gifts, and annual client appreciation parties. Not surprisingly, the majority of her business comes from referrals and repeat clients. “I am blessed that 98% of those I have helped rent, buy, or sell continue to come back as well as refer me to friends and family.”

“I really do work hard to be as knowledgeable as possible, to communicate clearly, to respond quickly, and to secure the best possible deal for my clients. To see the joy on their faces when we’ve bought a home, or sold their home brings me great pride, but staying friends with the wonderful people I get to help is priceless.”

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