

# featuredagent

magazine

*Jennifer  
Hendry*





## Jennifer Hendry

While she was earning her degree in investment finance, Jennifer Hendry began a part-time front desk job at a prominent local homebuilding company. After graduation, when her employer offered her a job in sales and sponsored her real estate license, Jennifer rose to the occasion. That was back in 2007, and along the way Jennifer has earned incisive experience in the homebuilding and new construction sector, as well as a pedigree in general real estate sales. A little over a year ago, she pushed herself to the next level and partnered with fellow broker Chris Hone to create CrossView Realty. From the outset of her new enterprise, Jennifer knew she wanted to break the mold and make an impact. In their first year of operation, she and her business partner sold 90 homes, generating volume in excess of \$20 million. What's more, she's carved out a reputation for honest, friendly, and results-driven service that continues to make a mark on the northeast Florida landscape.

While Jennifer primarily serves Duval County — one of the largest in the country — she also extends

her service to the areas of St. Johns County, Nassau County, and Clay County. At CrossView Realty, she co-leads a team of six additional agents. An impressive 50% of her business is driven by repeat and referral clientele — a true testament to the level of service she and her colleagues guarantee. “I live by the Golden Rule. I always treat people how I would want to be treated, regardless of price point or type of transaction,” she explains. “Whether you're buying a \$100,000 home or a \$5 million home, you'll get the same professional level of service. Everybody deserves to have a rock star REALTOR® on their side.”

To date, Jennifer's professional experience has run the gamut, from new-build properties and second homes, to work with first-time homebuyers and investors alike. In the past, she also served in a major leadership capacity as a marketing executive. Her diverse industry insight and professional background affords her an expert's eye when it comes to buying and selling property, no matter the customer. She

passes this value-add along to her customers, recognizing that the transactional process is difficult to navigate without an ally in your corner. “I take pride in my work and stand behind my morals and values,” she explains. “My parents and grandparents owned their own businesses, and I apply those same principles, and that old-school work ethic to what I do.” Beyond her knowledge and diligence, Jennifer never loses sight of the people central to every sale or purchase. “To me, my customers aren't a number, they're people. When I work with somebody, I like to learn about them, what their story is, what brought them here,” she says. “Listening and learning about someone helps you find that perfect home. It helps you transform an experience that can be overwhelming and stressful as you guide customers toward what they really need.”

When it comes to prepping listings to sell, Jennifer incorporates her background in marketing to take a comprehensive yet customized approach. Professional photography accompanies all listings, ensuring

each home puts its best foot forward. Oftentimes, this results in multiple offers above listing price and moves homes off the market with speed. She also utilizes targeted social media marketing to source ideal buyers. Regardless of the property, Jennifer tailors her marketing strategy to each respective home, adjusting her approach depending on the property's needs, features, and neighborhood. Whether she's working with sellers or buyers, Jennifer is conscious of her role as a financial steward and takes this responsibility seriously. “I never forget that I'm working with a customer's money,” she says. “For instance, even a \$1,000 price reduction makes a huge impact on a customer's bottom line. Whenever we're negotiating or talking numbers, I'm always operating from my customer's perspective and considering how it affects their wallet. I try to get creative about where money can be saved and how to put more money in their pocket.”

Beyond her entrepreneurial spirit and people-centric approach to real estate, Jennifer is also service-

oriented. In fact, she and her business partner met on a mission trip. “Service is at the heart of who we are,” Jennifer says. “I love helping first-time homebuyers, someone who’s relocating for work or to be closer to family, as well as customers upgrading to a new home. I strive to help them achieve their goal while making the transaction as tranquil as possible. Of course, I also love a challenge. No two transactions or customers are alike, and I particularly enjoy the experiences that keep me on my toes.”

In her free hours, Jennifer loves spending time with her family, especially her two young children — ages two and five. One of her family’s favorite pastimes



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is to host a backyard movie night. With an inflatable movie screen and a fire pit, Jennifer invites loved ones and customers-turned-friends to bring a lawn chair over for an evening of s’mores and family fun. “Oftentimes, my customers become like family,” she recounts. “Our relationship doesn’t end after a transaction. I want them to know they can always call me, and they do — even those from some of my first closings still reach out to me as a resource. I hope to be part of their lives forever.”

As for the future of CrossView Realty, Jennifer has plans to grow her business into one of northeast Florida’s largest and most successful real estate operations — a one-stop shop for residential sales, purchases, property management, as well as commercial projects. Along with her progressive ambitions, Jennifer recognizes and emphasizes the importance of maintaining a boutique-level of attention to her customers. She also has plans to continue developing her office’s growing talent roster. “I always say that we’re only as good as the least productive person on our team, so I’m constantly working to make sure that we continue to cultivate the knowledge and resources needed to be the most effective representatives of our customers and the firm,” she says. With a decade-long career at her back and a determined eye towards what’s to come, prosperity awaits for Jennifer Hendry, her customers, and the team at CrossView Realty.

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