

featured agent

magazine

*Laura
MacDonald*



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Laura MacDonald

Laura MacDonald describes her entry into the real estate industry as a fluke, which happened to result in a 28-year career. At the time, she was helping support her household by serving corporate clientele in the hospitality industry. When one of her regulars suggested she try her hand at real estate, Laura didn't think much of it — but when a back injury sidelined her temporarily, she decided to explore her options and earn her license. Nearly three decades later, Laura has carved out an impressive track record and reputation for client-centered service that stands the test of time.

Today, Laura serves clients across the Dallas Fort-Worth Metroplex and specializes in corporate relocation and residential resales, with added experience in luxury and ranch properties. “Because of my specialties, it's very important that I'm familiar with more than just a few areas in the metroplex, so I cover a wide spectrum,” says Laura.

Over the course of her career, Laura has managed to drive roughly 75% of her business through repeat and referral clientele, and ranks in the Top 1% of agents in the DFW area. In describing her professional

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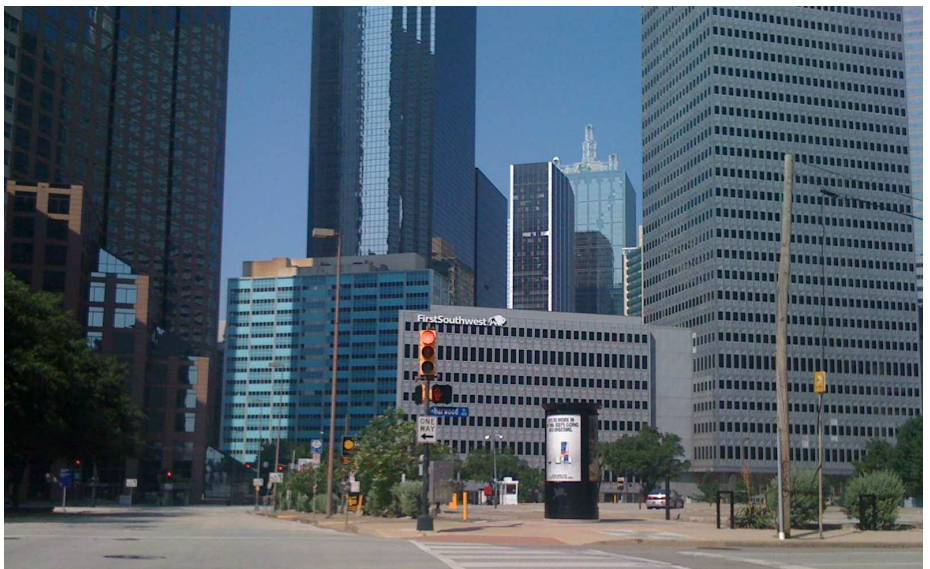
style, Laura cites accessibility, transparency, and steadfast relationships as the foundational pillars of her approach. “I’ve been on the other side of the table — from empty nesting to large transitions — so I know what it feels like to be that buyer or seller. I always keep that in mind when I’m working with a client,” she explains. “I put everything on the table up front, and I believe that research, information, and data are really critical when helping my clients make an informed decision. I consider my clients extended family, and even after the transaction is finished, I reach out, host client events, and let them know that I’m here to guide them, even when the process is complete.”

Communication is another core principle of Laura’s client philosophy. Fielding questions, taking calls, and remaining a resource long after the closing table has been reached are all central to her relationship with clients. “I have a high level of integrity, and honesty is key to what I do,” she says. “Sometimes I have to deliver news that’s less than rosy, but it’s my job to keep clients informed so they understand the facts and their options. That way, I can help them make a determination based on the reality of the situation. Agents can’t be afraid to walk away from a bad deal. Clients come first.”

When marketing listings, Laura not only understands the value of diverse technology tools, but also the power of using them wisely. “It’s important to be consistent,” she says. “I believe in ongoing education, because you have to stay abreast of the market to bring more value to your clients.”

From high quality photography and live videos, to specialized landing pages and social media outreach campaigns, Laura ensures her approach is multifaceted and geared toward building a narrative. “You have to tell a story,” Laura says.

In considering advice for aspiring agents and fellow professionals, Laura’s lesson is straightforward: make the leap. “Sometimes we’re fearful of going through that door. We stay in our comfort zones because that’s what we know,” she says. “Based on my experience, I’m a firm believer that you have to put yourself out there. You won’t know until you try.”





Beyond the office, Laura gives to her community far and wide by backing causes close to her heart — from breast cancer awareness and research efforts through the Susan B. Komen Foundation, to organizations supporting those suffering from Alzheimer’s and heart disease. She also donates a portion of every commission to a charitable cause of her clients’ choosing. In her free hours, she most enjoys time spent with family and loved ones, staying active through cycling, deep-sea

fishing, live music, travel, and spoiling her grandson and family dog.

As for the future, Laura has plans to continue growing her imprint steadily and organically, drawing upon her patently Midwestern can-do attitude. Finally, with 28 years of esteemed service and no signs of slowing down, Laura MacDonald reflects on what she enjoys most about her career thus far. “Real estate is my passion,” she says. “Every day is different. Each client’s needs are different, and they’re all in a different place in their lives. It’s really rewarding to help keep their eyes on the ultimate goal and make it a fun and enjoyable experience in the process.”

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