

# featuredagent

magazine

*Wendy  
Rodgers*







## Wendy Rodgers

After purchasing her first home, Wendy Rodgers discovered her love for real estate and began investing in her own properties. “I bought, sold and flipped homes on my own. I built a portfolio of properties and managed them for several years,” she explains. “This gave me great experience and a taste of the industry.”

In 2005, upon realizing her expertise could benefit others, Wendy set out to pursue real estate as a full-time career. With early success and determination to continue the steady growth of her business, she went on to earn her broker’s license and open her own brokerage just a few years later.

Centrally located in Jacksonville, Florida, Wendy has been the proud owner of Planet Realty & Management for more than a decade. With their in-depth knowledge of the market, Wendy and her close-knit

team of agents serve clients throughout the largest city in the nation, and expertly handle many aspects of real estate including residential sales and property management. They also work closely with individuals and investors interested in building a portfolio, and aim to provide an exceptional real estate experience, catering to the specific needs and goals of each and every client.

Wendy has earned a host of designations along the way, further demonstrating her commitment to excellence. These include the GRI (Graduate REALTOR® Institute) Designation, and REO Certified Designation. Additionally, as Certified Military Relocation Professionals (MRP), Wendy and her team are well equipped to help the area’s active duty and retired service members find housing solutions, and take full advantage of the benefits and support available to them.





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When working with Wendy and her team, clients can expect complete transparency throughout the entire transaction. “If I see something that’s not of value, I will be very honest about it,” she explains. “It’s about my clients’ satisfaction, and it’s about me finding the right fit for them, whether it’s a home to live in, or an investment property.” In fact, when it comes to success in business, Wendy believes that integrity is of the utmost importance. “You can become very successful in everything you do, if you are honest with yourself and others,” she reflects.

In the extremely competitive real estate industry, Wendy’s high energy and strong work ethic have clearly driven her achievements thus far. With an

impressive 90% of her business generated by repeat and referral clientele, Wendy attributes the lasting relationships she’s built to her hands-on approach, as well as her commitment and availability to her clients. “I work very hard for my clients and I am extremely reliable,” she says. “I’m here all day, every day... You can always come in and find me.” Wendy also stresses the value of straightforward, open communication and dedication to her work.

Outside of the office, Wendy is passionate about giving back to her community. One of the causes closest to her heart is working with the Humane Society. She recently rescued a German Shepherd and is committed to helping abandoned dogs find long-term care and forever homes. Wendy also supports





several other organizations including a local non-profit, Hunger Fight, which provides nutritious meals to children and families in need.

Wendy, a native Floridian, loves to take advantage of all that the area has to offer. She enjoys numerous outdoor hobbies and activities, such as boating, snorkeling, and kayaking, and is also planning to get her scuba diving certification this summer. She can often be found out in the community, walking

across the iconic seven bridges throughout the city.

Looking towards the future, Wendy and her team at Planet Realty & Management intend to continue serving their clients with the high level of care they have come to be known for. They also have plans to expand their service area in the coming years and open a second office in nearby Lake City. According to Wendy, "It's all about finding the right fit for my clients," whether it be in Jacksonville, Lake City, or beyond.

*Wendy Rodgers*

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