



Before earning her real estate license in 2010, Stacy Esser had already been a success in the fashion world of New York City for 15 years. She knew she could use her skills and experience from her prior career to jump start her real estate business, but she encountered some unique challenges early on; Stacy started her life as a REALTOR® in a particularly tough market, and had to learn the ins and outs of her field the hard way. Through perseverance and dedication, she was able to overcome those challenges and foster an impres-

sive career. She now runs SEG Realty, her own team of 12 agents, in Bergen County, New Jersey, and has achieved success both through her team and her own exploits over the years.

From the beginning, Stacy devoted herself to the people around her. Her business philosophy is completely client-centric, and she and her team make it their priority to fight for their clients' best interests at every turn. Through expertise and professionalism, Stacy and her team provide consistently efficient, high-value service to each of their clients, working together to ensure everyone they work with leaves the closing table satisfied. "My first priority is to ensure my clients have what they need to be successful, whether that's through giving the best possible advice or offering our high-quality complementary staging service," Stacy says. "We stand out from the field because we truly do everything for the benefit of the client." Nearly 80% of their business stems from repeat clients and referrals, in large part due to their willingness to always put the client first.

Beyond providing an exceptional client experience, Stacy and her team have found success in other areas as well. Each of SEG Realty's three locations is a Top Producing Team, meaning they close over \$35 million each year, and altogether closed more than \$140 million in 2021 while helping 135 families buy or sell their homes. As a result of their consistent production, they have kept a spot in the Top 1% of the MLS since 2013.

Stacy herself has a number of certifications in a variety of areas, including Coaching and Youth Facilitating from John Maxwell, and takes pride in her ability to successfully lead her team to greatness through a regimen of coaching, training, and team building exercises. "It's my mission to influence, motivate, and empower people, and that includes the agents on my team. I am only as good as they are, and they happen to be amazing," Stacy says. "I love helping other people be successful." Additionally, Stacy's team offers a number of services and resources meant to make clients' lives easier, such as staging and inventory, and regardless of which agent the client hires, they get access to all of the support that comes along with SEG Realty.

In keeping with her mission to enrich the lives of the people around her, Stacy finds it vital to stay involved with her local community. Through a partnership with Community Chest, Stacy launched the Young Women's Leadership Scholarship for high schoolers, which will culminate with a workshop series to empower and develop leadership skills in young women in high school. She also does public speaking and leadership talks and participates in a number of charitable organizations around town. In addition, Stacy's team works with the CFA Center for Food Action and was awarded the community service award.

In her free time, Stacy sings with a rock band. She says, "It's a huge high and I try to combine this with charities by giving back in the form of a rock concert." Stacy also enjoys spending time with her family, and measures her success as much by her professional accomplishments as her ability to spend quality time with her loved ones.

Looking to the future, Stacy is actively marketing her brand and searching for talented agents devoted to elevating the way real estate is perceived by the world at large, by providing luxury level service to every client and building positive relationships that last long past the closed transaction. By building her team with like-minded professionals, Stacy can guarantee the longevity of her unique high-quality brand of client service, allowing her to bring satisfaction to an even larger number of clients in the Bergen County area for years to come.

Stacy Esser

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