

TOP AGENT MAGAZINE



JENNIFER MYERS

Although she is now one of the most successful agents in the country, it wasn't until after Jennifer Myers bought her first home that she considered joining the real estate industry. "My first home buying experience was not good. My agent never told me I could have received \$50,000 through a first-time homebuyer assistance program, and my friends were having similar bad experiences. I felt like there was a void in the industry and I was compelled to fill that void. I wanted to specialize in first time home buyers and make them feel empowered throughout the experience."

In 2002, Jennifer left her lucrative career in PR and got her license. "I knew I had a strong vision for what I wanted to do, but I was struggling at first. I went to a marketing conference and was asked a question that really changed the way I saw my business. "Why should someone chose me above all other options, including doing nothing at all?" By asking myself that, I was able to craft a message, and successfully reach the people I wanted to help. It was a slow start, but once I honed in on my niche and branding, my business really took off." Jennifer eventually opened up her own brokerage, Dwell Residential, and has become one of the premier boutique agencies in the greater Washington DC area.

Dwell Residential specializes in the market that initially drew Jennifer to the industry --first time home buyers. "I've made it very clear through my marketing, that if you're looking to buy your first home, we're the people you call to help you accomplish that. From beginning to end, we've developed a system that gets people thinking outside of the box when it comes to buying a home. We are supporting our marketing message from the moment they walk in. We have them think about what they really want in their home search. We ask them questions and get them thinking about things they might have never considered, until we reach that point of alignment. They really end up needing our assistance. We're like mentors to them. We coach them along the way to get them to where they want to be."

Jennifer is so dedicated to helping people realizes the American Dream of homeownership in fact, that she regularly volunteers at a local community center sharing her expertise on the home buying process. She also donates a portion of every commission to Pathways for Housing, an organization dedicated to ending homelessness in the city.

Jennifer would love to get more into mentoring new agents and is even launching her own online coaching program "It's called Agent Grad School and it's been really exciting to develop the course. I love what I do and I want to teach other agents techniques that will allow them to enjoy their business as well. This business is really about helping people, and because of my early experience, I'm really invested in making the industry better as a whole. Then everyone wins."

For Jennifer, it always comes back to that desire to really help people through what is often a major moment in their lives, buying their first home. "People want to be a homeowner for financial reasons and also for a sense of security. But a lot of people thinks it's too hard or that they don't have enough money. One of my favorite moments is when I'm able to show a client a loan program or other ways they can make that dream a reality. Seeing that shift in their perspective from *"I didn't think this would work out for me"* to *"I can do this and it's attainable for me now!"* is what I live for."



To learn more about Jennifer Myers and Dwell Residential call 202-905-4335, email Jennifer@WhereDoYouDwell.com or visit WhereDoYouDwell.com