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TOP AGENT

MAGAZINE

Stacie
Peterson
Hegg, Realtors

WHEN IT'S
TIME FOR
A HOME OFFICE

Stay focused

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WHEN IT'S TIME FOR A HOME OFFICE

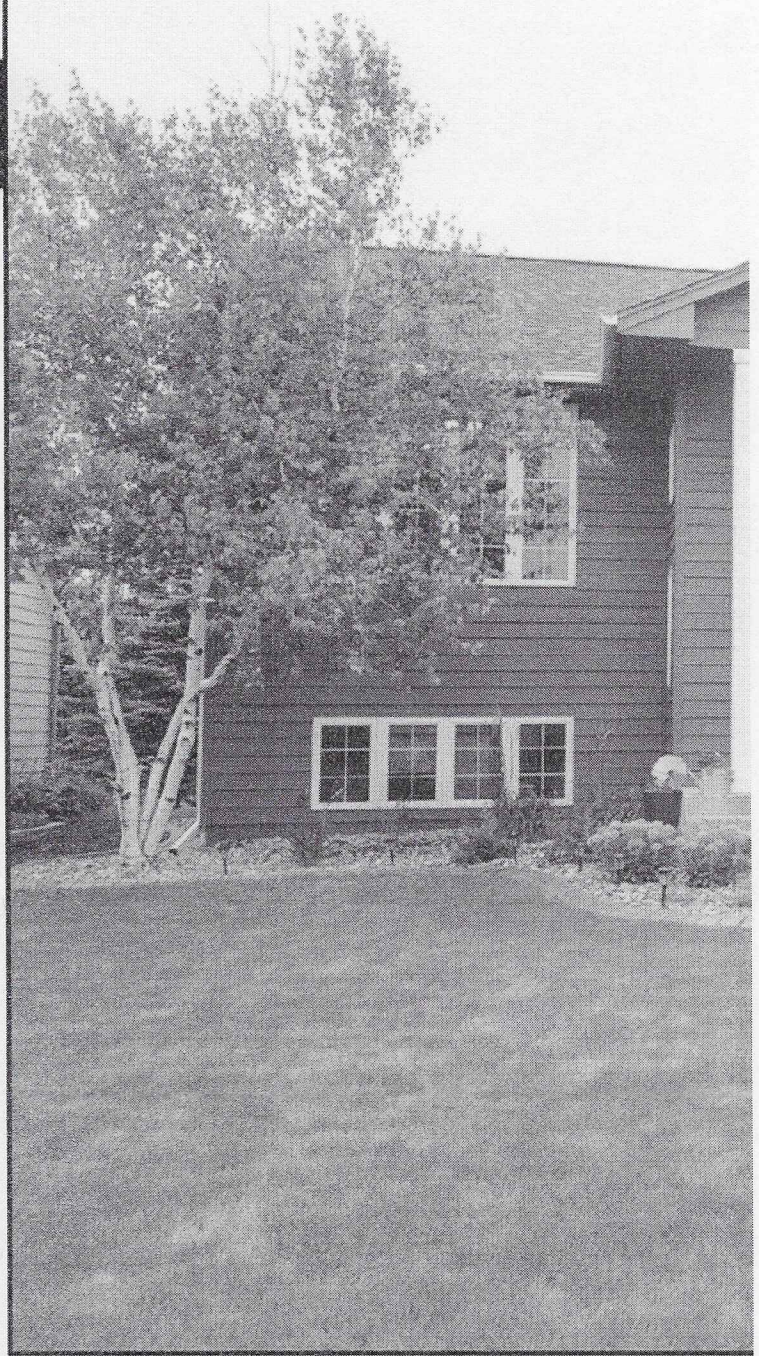
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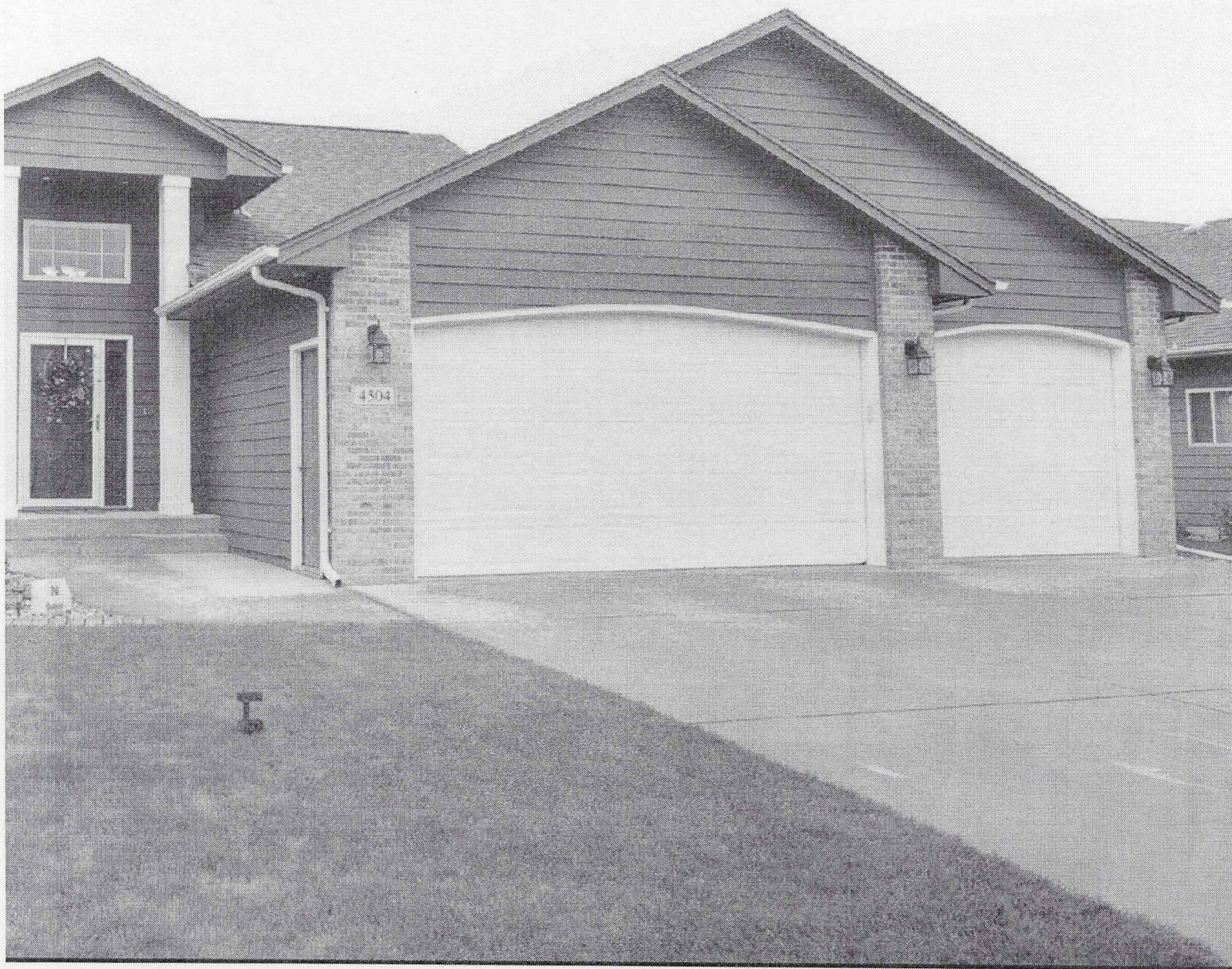
Stacie Peterson

Stacie Peterson learned real estate from her parents, who bought and sold neighborhood properties on a handshake. Just out of college with a degree in business administration and marketing, she worked as a corporate sales manager for a hotel. When she bought her first home, her agent asked if she was interested in real estate. Soon after, she became a REALTOR®. Growing her career, today Stacie also coaches operations and systems methods to agents nationwide.

Her second year in business, she was co-owner of a team along with four other agents. She then decided to pursue a new way to run a team and implement innovative marketing and systems. So, four years ago, she and fellow REALTOR® and business partner Tyler Goff formed Peterson Goff Real Estate Experts, a team working from the Hegg, Realtors brokerage in Sioux Falls, SD. Tyler functions as team listing agent. With

enthusiasm and high energy, Broker Associate Stacie now works as the operations and listing manager running all equity evaluations and marketing, as well as client follow





up. "I also help with team training to keep us all current on what's happening in the real estate world," Stacie notes. "Currently, we are comprised of two listing specialists,

four buyer's specialists and one client-care manager."

Selling homes in Sioux Falls and surrounding communities in a



“We like to provide that Disney-like experience so they know that no matter what happens

in the general area known as the “Sioux Empire,” their average price point is \$165,000. “Even though the area has about 200,000 people,” Stacie says, “there is still a small-town feeling where everyone knows everyone and word travels fast.” Using technology and marketing rather than a handshake to sell homes obviously appeals to their younger clientele, as their team is on pace to sell over 200 homes this year.

A guaranteed home sale is featured. If the listing does not sell within 67 days of being on the market, they will purchase it. “We have not had to buy a home yet,” notes Stacie. “We market our properties and services through radio ads, magazines we send out and have a large database of buyers from our website that we can present to sellers.” Designed to market a home before it hits multiple listing service (MLS), a “coming soon” program for



e for our clients—do things with excellence—
opens, we will be there to help them.”

preliminary marketing while the home is being prepared for sale is also offered. Stacie adds, “This program is designed to drive up demand, sell before it hits the MLS and reduce homeowner stress.”

“Team members are sincere, honest, happy and know how to help clients move forward without being pushy,” Stacie says. “We like to provide that Disney-like experience

for our clients—do things with excellence—so they know that no matter what happens, we will be there to help them.” The strategy is working. Referrals are common, as clients remember their authenticity. Plans are to add a few more buyer’s agents to meet demand with a long-term goal of profitability, which Stacie oversees.

Stacie continually strives to be her



personal best, whether in real estate, with family and friends or within the community, especially when it involves children. She volunteers for a school-based mentorship for young children in need, mentors beginning readers as part of a United Way program and contributes to the Backpack program providing school supplies and food. She and her husband have been on mission trips, and the team has sponsored aid for children in Haiti. Stacie believes: "While we do a lot of real estate education and training to be in the

forefront of understanding the market, real estate is not everything. At the end of the day, you have to be a good parent, friend and community person."

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