

TOP AGENT MAGAZINE



Lynn C. Burley

Florida Top Agent Lynn Burley's real estate career began when she discovered how much she loved showing the home she and her late fiancé lived in. Lynn explains, "I found a buyer on my own just by talking to people when I was out and about—I'm not shy." She continues, "I decided to move from Maryland to Florida after vacationing in Melbourne Beach and moved here

a month later." She became a licensed REALTOR® in November of 2004 and her first day on the job was in January, 2005.

Lynn had the good fortune of working alongside two experienced agents who acted as mentors. "One of the agents had more than 30 years in the business and was getting ready to retire," Lynn says. "My mom told me, 'listen to everything that woman ever tells you,'" she continues. "And that's exactly what I did."

After absorbing as much knowledge as she could and getting her broker's license, Lynn opened her own brokerage on a shoestring. "It was just me, a computer, a cooler and some makeshift shelves," she laughs. But it didn't take long for success to follow. "I was in the black within three months," she says proudly. "Now we've pretty much gone paperless and have extremely efficient systems in place—it's running like a well-oiled machine."

She and her team now serve Brevard County and the Sebastian area with a full range of real estate services. "I'm an equal opportunity agent," she says. "But at the same time, I'll refer clients out if it seems like it's not a good fit," she continues. "I won't take a client who is using their last penny. It's not about the money, it's about taking care of my clients."

Lynn credits much of her success to being coached by the renowned Phillip Greenberg with Corcoran Coaching and Consulting. "I was doing fine when I

started working with him, closing about 68 properties a year," she explains. "Last year I closed 263," she continues. "He's the best thing that could have happened to my career."

Lynn's clients often tell her how much they appreciate her approach to the business. "Buying or selling a home is stressful, so I do everything I can to take the stress away," she says. And while her personality keeps things light, there's serious work going on behind the scenes. "My team and I aren't only REALTORS®," she explains. "We take care of everything: title, insurance, staying in touch with the mortgage broker, and making sure all surveys and inspections are done on time." "I like to find the bump in the road before it becomes a pothole," she adds. "One of our office mottos is to 'be proactive.'"

Constant communication is also key to giving her clients peace of mind. "I'm always available to my clients to answer questions or ease concerns," she says. "I stay in touch and communicate in whatever way is best for them. If I send an email, I make sure it includes details and fully answers their question."

There's another delicious reason Lynn's clients remember her long after the transaction is completed. "I'm a certified pastry chef—people call me 'The Cake Lady'," she says. "My clients receive a decadent cake or truffles at closing—maybe Kahlua or Chambord."

And what does Lynn do to relax and recharge while her clients are enjoying the sweet life? "There's nothing better than curling up on Sunday with Netflix and some snacks," she says. She's also looking forward to an upcoming vacation to Alaska and the Pacific Northwest. "Most of my vacations are split between downtime and work—this will be my first 100% vacation in years."

To learn more about Lynn C. Burley of Burley Properties, visit www.BurleyProperties.com, email Lynn@BurleyProperties.com or call her in the office 321-952-1031 or on her cell at 321-427-6788