

# TOP AGENT MAGAZINE

## LEIANNE MESSINA



To describe Top Agent Leianne Messina as industrious would be a massive understatement. Working with Atlanta Fine Homes Sotheby's International Realty as one of their consistent top producers, Leianne has established a stellar reputation as a Realtor who gets lucrative results for her clients, and one who truly cares about helping them achieve their real estate goals.

Leianne is also the Owner and Design Director of her own home renovation company, Redneck Renovation, through which she rejuvenates dying properties and resells them. And if that weren't enough, she also has her own home décor line, selling custom vanities and home accessories for her Farmwoody home décor line, named after her sprawling property rife with chickens, dogs and *joi de vivre*. "It's truly small-town living right in the heart of Atlanta," says Leianne.

Leianne, who is ranked among the top 5% of all 9,000 members of the Atlanta Realtors Association, has sold over \$90 million and counting over the course of her almost-legendary career and is consistently

a Multi-Million Dollar Sales Club Top Producer. Having honed her skills in the retail world, working for such brands as The Gap and Ann Taylor, Leianne began her real estate career in 2005, and was named Rookie of the Year in 2007.

Leianne currently oversees an equally dedicated team of two other agents and Assistant David Vaughan. "I'm fond of saying that I live a fairytale princess life; most days I just need to adjust my tiara," says Leianne, and then adds with a laugh, "David keeps my tiara on straight."

Leianne's professionalism and dedication to her clients has translated into a business that is based significantly upon repeat and referred customers; perhaps the most accurate method of measuring

excellence in customer service. “I think it’s because I hold my clients’ hands during the transaction,” offers Leianne, when asked how she manages to inspire such impressive loyalty and trust; I’m personally there for them. Almost all of them become dear friends of mine. I love to take them out to concerts or dinner.” Then, with a smile, she adds “my entertainment bill is huge.” The fact that – despite her warm, engaging and puts-people-at-ease personality – she is a fierce and fearless negotiator and business-woman has also contributed to her success.

Other factors include her incredible marketing strategies, which benefit from her design and renovation experience, particularly when prepping a home for the marketplace. Professional photography is utilized exclusively to showcase each property in its best light, and deft utilization of the internet, social media, and Leianne’s vast network of over 450 agents ensure maximum exposure, resulting in quick sales for top dollar, not to mention incredibly grateful clients.

“I love helping people move on to the next chapter in their lives,” says Leianne, when asked what she enjoys most about what she does for a living. “I love to get them their peace from the madness. In Atlanta, the madness is usually the traffic, and when my clients get home to their new house, I want them to find their peace there.”

When Leianne, who on top of everything else maintains a lifestyle blog chronicling her life at Farmwoody, somehow manages to find some downtime, she enjoys nothing more than spending time with her two teenagers. “I love just making them dinner and sitting with them at the dining room table,” she says. She is also an avid philanthropist who tithes her income to her “House That Built Me” program, which focuses on housing assistance and foster care children. “Everyone deserves a place to call home,” she says.



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