

TOP AGENT

MAGAZINE



TRACY
ROWLAND



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When speaking to Broker Tracy Rowland, one can't help but notice the enthusiasm she projects when talking about what she has been doing for a living since 2004. It's this enthusiasm, coupled with her sincere desire to help

her clients achieve their real estate goals, that has garnered her Top Agent status. Of course, her vast industry knowledge, exceptional negotiation skills and commitment to providing honest advocacy to her buyers and sellers



have also played a large role in her continuing and ever-growing success story.

Tracy, who works with international industry giant Engel & Völkers® Americas, sells both North and South Carolina, and is a consummate professional who consistently places her clients' needs front and center during every transaction. Imbued with a "go above and beyond" business ethos, she has truly



earned her stellar reputation, not to mention the slew of awards she has garnered, including a recognition for having achieved \$10 million in annual sales for five years in a row. Tracy's real estate prowess, in fact,



is made evident by the fact that HGTV recently selected her as a consultant for their tv show “Property Virgins.”

“I think it’s because I always want the best for my clients, and I work hard to give them

that,” says Tracy, when asked how she manages to instill so much trust in her clients, a trust that has resulted in a business based more than 90% on repeat clients and referrals. “I treat them the same way I would treat a member of my family if they were



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buying or selling a home.” Tracy is also a bit of a rarity in the real estate industry: an agent who actually answers their phone consistently.

Tracy’s marketing skills are nearly unparalleled in her market, and her strategies almost always result in fast sales for top dollar, not to mention happy clients. In addition to seasonal seller and buyer guides she distributes at the beginning of each client relationship, she utilizes professional photography and

videography – standard and drone - exclusively, ensuring that each property is shown in its best light, and deft exploitation of the internet and social media make certain each of her homes is seen by as many potential buyers as possible. A host of other unique approaches also provide great value to her customers.

“I really love meeting new people from all walks of life,” says Tracy, when asked what she enjoys most about what she does for a



living. “Helping them sell or buy a home, or to move on to the next chapter of their lives is really rewarding.”

When not working – which is rare, she admits – Tracy enjoys spending time with her husband at their Oak Island beach home, and she is also an ardent cyclist and animal lover. “I

have three dogs and a cat,” she says, “and I’d have more if my HOA would let me.”

The future looks incredibly bright for Tracy, and she plans on continuing to grow her business while sacrificing none of the exceptional customer service that has become synonymous with her name.



For more information about Tracy Rowland, please call 704-236-9752 or email Tracy@TracyRowlandHomes.com