

# TOP AGENT MAGAZINE

## HELLE HARTLEY



Helle Hartley was in search for her second act career when she decided to take a closer look at the real estate industry. With background experience in retail and marketing, she decided her existing skillset would parlay naturally to life as an agent. Now, four years since the launch of her career, Helle has established herself as a professional known for her positivity, integrity, and abiding commitment to serving clients to the fullest.

Originally from Denmark, Helle now calls Florida home. There, she and her husband—a licensed agent himself, as of two years ago—serve clients across the Pinellas County region. Under the banner of Century 21 Jim White & Associates, Helle has earned a variety of accolades and designations over the course of her career, including recognition as a Multi-Million Dollar Producer, a Beach and Waterfront Luxury Specialist, and as the recipient of 2017's Centurion Award. Helle has also managed to cultivate a significant contingent of repeat and referral business, amounting to more than 50% of her clientshare. To account for her consistent success since her industry debut half a decade ago, Helle cites friendliness, patience, and follow-through as some of the key drivers of her working style. "I strive to treat everyone like family, like how I would want to be treated," she says. "Honesty and integrity go a long way, and I always make myself available. I'll answer my phone 24/7. Clients trust that I'm honest, transparent, and patient when it comes to finding the right match for them. I like to take the time to listen to my clients and really hear what they really want."

When it comes to listing properties, Helle taps Century 21's extensive platform to read a wide-ranging audience. Beginning with high-quality professional photography that showcases homes in their most winning light, Helle then leverages social media marketing and exposure across the leading online listing platforms to

ensure online audiences are courted. From there, she incorporates post-cards, open houses, and neighborhood door-knocking to drum up local buzz. Combining digital and traditional marketing efforts ensures listed properties are highly visible to audiences near and far. Likewise, her specialty with luxury and beachfront homes sets her apart in a coastal Florida marketplace where demand is high. Whether she is navigating the listing or house-hunting process on behalf of her clients, Helle streamlines transactions to keep stresses low and optimism high. "I have a lot of energy and a positive attitude," she says. "By the time we finish a transaction, my clients feel comfortable and we've grown close along the way."

Beyond the office, Helle gives back to her community through organizations such as the Toys for Tots holiday drive and through other local charities. She also hopes to learn American Sign Language in the years to come and expand her real estate services to the hearing impaired in her community. In her free hours, she most enjoys time spent with her family and loved ones, sampling new restaurants, and exploring home décor trends. She also enjoys trips to visit her native Denmark and teaches an exercise class every weekday morning at the area's recreational center.

As for the future, Helle shows no signs of slowing anytime soon. In fact, she intends to keep her business on its steady upswing as she expands her roster and services in the years to come. "I never want to retire," she says. "I like what I do too much. My plan is to keep going, while potentially building a team." She also hopes to court the Scandinavian market abroad as they explore second home options in sunny Florida.

Finally, with four years of insight and success behind her, Helle Hartley considers what she has come to enjoy most about her chosen field. "Everyone has a story," she says, "and I love people. The more you listen and learn about someone, the more information you have to help them. To me, it's all about helping people move on to the next chapter in the lives successfully. Along the way, I like to have fun, listen, and learn their stories—while making a positive difference in their lives."



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