

TOP AGENT

MAGAZINE



Sharvonn Janes



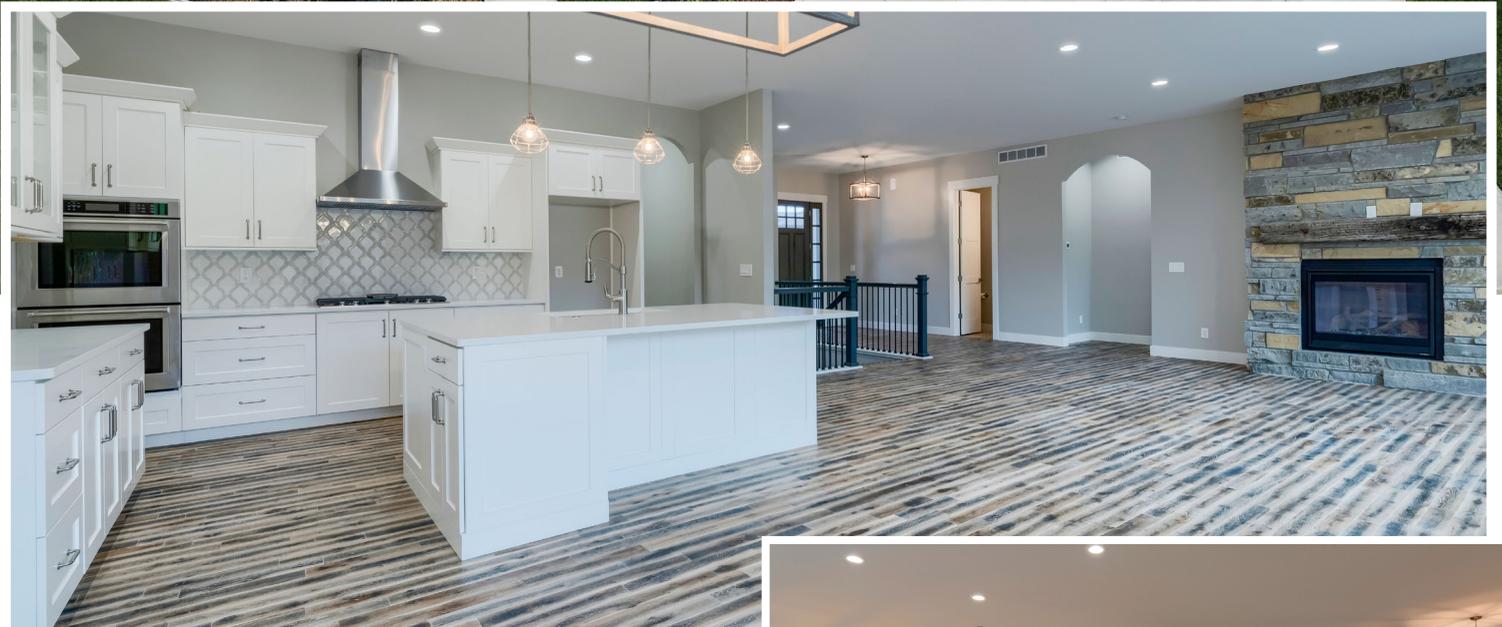
You may know her from a recent transaction, seen her profile and praiseworthy reviews on online, or maybe you've been her client...but Shavonn Janes' journey in real estate began as a buyer investing in properties. "My husband and I were buying rental properties," she remembers. "We realized that we really enjoyed learning about and being in the mix of real estate, and decided that it was more

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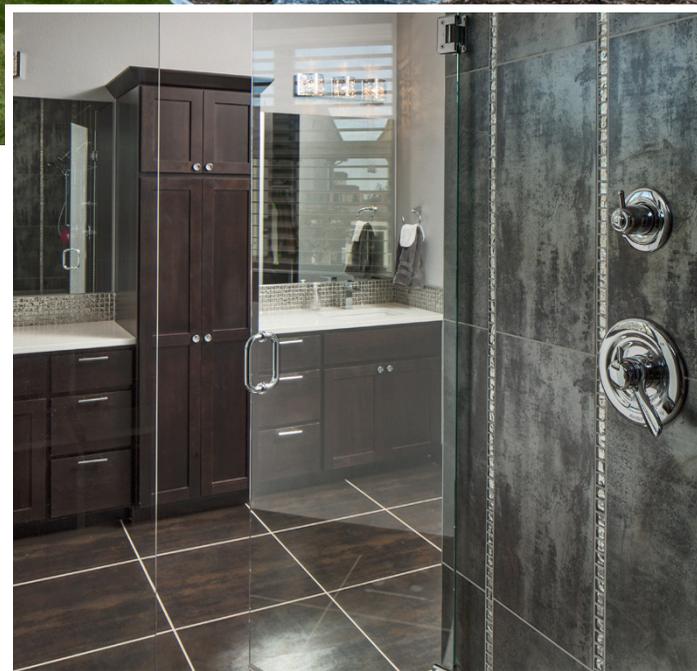
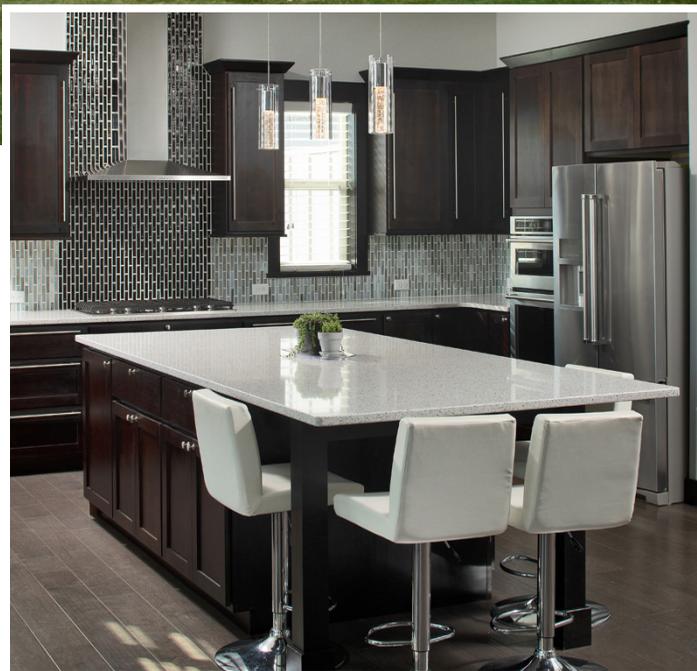
than just a hobby. There was opportunity to build a career in this industry. I got my license and was with Berkshire Hathaway for two years before I decided it was time to start a brokerage with my husband."

That team has grown beyond Shavonn and her husband, Mike. "Our team consists of six real estate agents, including me, all along the front range," Shavonn says of The Janes Group, which serves all of Northern Colorado. "We serve clients in Windsor, Loveland, Fort Collins, Greeley, Johnstown, Milliken, etc. - all of the Northern Colorado communities, even down to Denver."

Fast-forward four years, and Shavonn has built a powerful referral and repeat client-



tele business, with about 65% of her clients coming from referrals or previous clients ready to move again. What's her secret? "It's really just all about serving our clients," Shavonn says. "With our brokerage we value a dependable, client-focused team, so that we are all supporting each other, including



each other's clients. Mike and I are selective about the agents who join The Janes Group because we want REALTOR®'s who have the same values, mindset and focus we do about serving the public in real estate."

That care continues beyond the closing table; Shavonn keeps in touch with her clients all year long, with small gifts tied to seasonal themes. "For Halloween we dropped off lit-

tle stickers to put on their pumpkins," she says. "And on the Fourth of July we brought them fireworks. Just little things to let them know we're still thinking of them, and that if they have any real estate needs they can reach out to us."

Shavonn's new clientele base has developed through strong online marketing and leads. "One of the largest client-focused benefits



that sets us apart from the competition are our *Coming Soon* online listings and promotions,” she says. “We are Premiere Agents with Zillow; that directs all of our listings in top online site placement, and then we also implement re-targeted digital marketing efforts for our listings to interested buyers.”

Those marketing initiatives allow Shavonn to find new clients to help. “The best part of this

job is helping people,” she says. “I love looking at houses and I love making people feel good, so real estate falls perfectly between those two things. Helping someone find their first home, their second home or their dream home... it makes them feel good, and that makes me feel great in return. It’s so rewarding.”

From building a client base and real estate business from the ground up, to running her



own brokerage in four years, Shavonn has big plans for the future. “We’re opening our new office in downtown Loveland in February! Our overall goal in the next three years is to gain five more agents that share our team’s core values. As The

Janes Group continues to build the right team that serves our clients with the best personalized experiences, we’re going to keep growing with the intention of being the most trusted real estate brand in Northern Colorado.”

To find out more about Shavonn Janes,
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