

## realtor showcase

# CONGRATULATIONS: Debbie Shagnea earns recognition from Real Trends, Wall Street Journal



**Debbie Shagnea**  
Watson Realty Corp.

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Debbie Shagnea was recently recognized by Real Trends, a national real estate consulting and communications company, in conjunction with the Wall Street Journal, as "A Top Real Estate Professional" in America.

Additionally, she was Watson Realty's top sales associate for 2012.

Shagnea sold 145 homes last year, representing more than \$44 million in closed volume. That equates to a home sold every 2.5 days. Her previous achievements include being ranked as the No. 1 residential real estate agent in Jacksonville and in the top 100 real estate professionals in the nation. She continues to be Watson Realty's top lister and top sales associate month after month.

Shagnea is high energy and loves what she does. Her core beliefs, concierge customer service, consistent marketing, and an ever-adapting business plan have earned her local and national recognition for extraordinary sales excellence. Each honor and award is a testament to her hard work and dedication, a result of her loyalty to her custom-



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ers and putting their interests first, while building excellent working relationships with her colleagues and other industry professionals.

To consistently be a top producer requires an enjoyment for what you do, hard work, long hours, and a thorough knowledge of market conditions. In addition, her strong negotiating skills are more necessary than ever to move a sale to closing. Shagnea has a "fantastic administrative team" and feels fortunate to be affiliated with Watson Realty, which offers continued training and support for all its associates.

Barbara Hill, marketing associate for the Shagnea team, manages all advertising media, including postcards, newspapers and magazines ads, property brochures, flyers, TV ads, email announcements, agent flyers, and web-based advertising—all of which give Shagnea's listings maximum market exposure.

Sharon Reed, office manager for the Shagnea team, helps to ensure high-quality customer service. Her duties include managing pending

transactions from contract to closing, coordinating home inspections, home repairs and appraisals.

Shenri Baughman, a licensed real estate agent, assists with showing property, deliveries, attends home inspections, and monitors vacant listings. That frees Shagnea to do what she does best: list and market properties, negotiate offers, and help buyers find the perfect home.

"I knew Debbie had the capability to excel in our industry when she started her career with us," said Dane Leslie, managing broker of Watson's Mandarin South office. "Debbie has been our No. 1 agent since 2000 and has the uncanny ability to make all of her customers feel like they are the only one."

Many of Shagnea's customers have bought and sold their homes with her numerous times and refer their friends and family members.

**Debbie Shagnea sold 145 homes last year. Shouldn't yours be next? Visit [www.DebbieShagnea.com](http://www.DebbieShagnea.com), email [DebbieShagnea@WatsonRealtyCorp.com](mailto:DebbieShagnea@WatsonRealtyCorp.com) or call (904) 288-6236.**