

TOP AGENT

MAGAZINE

Sandy
Sparks





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In 2008 after a great deal of prayer and soul searching, Sandy Sparks, top agent with Keller Williams in Burlington, NC says she felt called to “passionately serve others with excellence” through real estate. She admits that no one was more surprised than she was, but found herself unable to deny what she felt was her calling. “I was a teacher by trade and it was 2008. The market was terrible so everyone thought I had flipped my lid,” she says with a laugh. But still, she knew it was the path she was supposed to walk, and

she’s never looked back.

“What I loved when I first started in real estate is still what I love today. It’s not about houses. It’s about passionately serving others. To be able to be a blessing to people who need to buy or sell. To see their excitement, or the relief on the faces of those who were distressed. To help them is my love,” she says.

Sandy’s conviction was unwavering and she dove headfirst into real estate. “Half or more of my business



Keller Williams

in my first year came from sitting at the front desk of the first real estate company I worked for, and answering phones,” she recalls. She also says that she had a huge sphere of influence, which helped her get her business going. “I raised my kids here, and I worked in the schools for years. I knew all of the parents, so that helped me,” she adds.

It definitely did help, as in that first year, Sandy was named Rookie of the Year. More than six years later, Sandy’s business has not only

grown, but her sales in 2013 surpassed \$14.5 Million. In July of 2014, she broke all of her sales records for a single month, and received awards for the Top Number of Units and the Top Volume, with more than \$4 Million closed in a single month. This also put her at the #2 agent in the Carolinas Region of Keller Williams which includes more than 4,000 agents. But perhaps what is most unique about Sandy’s staggering volume is that more than half of it stemmed from transactions where Sandy served as a dual agent

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for both the buyer and the seller.

Additionally, a great deal of Sandy’s business comes from her unique marketing initiatives. “I’m a member of 3 different MLS systems. I do this so that my listings are exposed to far more buyers,” she says. She also laughs when saying that “The back windshield of my car is covered in all of my marketing logos, and my husband’s pickup truck is covered in all of my garb. We offer my clients use of the truck to move, too.” Similarly, Sandy’s logo is also branded onto all of her custom signage, and used on her website. “My website drives a lot of business, because of the virtual tours I create for clients,” she explains.

Indeed, although Sandy knows that having her branded logo everywhere is helpful in giving her visibility, the main reason for her success is because she shows everyone the same love and attention, no matter

how large or small their purchase or sale. “The same precision, care and excellence is used to create a virtual tour for a \$75K home as it is to create a virtual tour for a \$1.5 Million home. The more I serve everyone with excellence, the more referrals I get. It is a snowball effect. I serve them passionately, and they tell others,” she says.

Sandy, who is a proud native of Alamance County also has a unique perspective on goals-which bucks many of the reigning business strategies so popular today. “I don’t have sales goals and I don’t care about numbers. The only goal I have is to serve people the way I’d want to be served, and the way I would serve my family. I pray to bring joy to my clients and we celebrate together after we close,” she says.

Her desire to serve others extends beyond her work with buyers and sellers. In particular her passion for



helping others prompts her to support the God Did It House. “It’s a recovery house for women who have pulled themselves out from the deepest pits, including addiction. The people who run the organization minister to women to help them to rebuild their lives through introducing them to Jesus,” she says. “It’s an incredible organization.”

It’s very clear that although Sandy has been the top producing agent in

her office since her second full year in business and has even been the #1 or #2 agent in Alamance County for the past three years; the awards are the result of service, not of any particular strategy to be the highest producer. “It has just happened. I don’t care if I’m ranked the # 1 agent or the # 1,000 agent. It doesn’t drive me. Hard work, and the Lord have put me here. If someone calls, I will help them with whatever they need,” she says. “I am here to serve others.”



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