

TOP AGENT MAGAZINE



PENNY FLETCHER

Top Agent Penny Fletcher - of Steamboat Sotheby's International Realty in the picturesque ski resort community of Steamboat Springs, Colorado - has made a name for herself as a dedicated, knowledgeable and trustworthy real estate advisor. Her solid know-how, combined with a friendly, approachable demeanor, has ensured not only her client's satisfaction, but their continued referral of new business.

Penny, an 18-year veteran in the healthcare field, cites family and motherhood as among the reasons she switched to the real estate industry. "I was a single mom raising two boys, and I needed to have a career where I had some flexibility to raise them, and to have the finances that would allow me to support them. I wanted to be able to attend their school functions and sporting events; just be there for them." Penny clearly made the right decision, and since obtaining her license 20 years ago, her reputation as a trusted real estate professional has grown exponentially year after year, as has her business. Working with her business partner Linda and an administrative assistant, Penny specializes in ranches, high-end estates, residential homes, condos and land sales.

Eighty percent of Penny's business is drawn from repeat clients, with the remaining twenty percent the result of referrals. When asked what it is about her that inspires such continuing loyalty, Penny points to her commitment to continuing education and staying abreast of current market trends. "I do my research on properties for buyers and sellers," says Penny, who holds a Certified Negotiation Expert designation (CNE) and a Master Certified Negotiation Expert designation (MCNE). "If I'm working with a buyer, I'm able to give them the information they need to come to an informed decision on purchasing that property. If I'm representing a seller, I'm respectful of their wants and needs, but I also give them options to research and to discuss."

Penny is diligent and thorough on the marketing front, another factor in her continuing success. After an initial consultation with her sellers to discuss how to best present the property, she provides them with a complimentary storage unit for three months for any personal belongings that need to be kept out of sight, a truly unique gift that is evidence of her creative and generous nature. Professional photography, drone video, and a robust internet and social media presence round out her approach, ensuring that her properties are always seen in their best light, selling quickly and for top dollar. She also points to the marketing support she receives from Sotheby's as particularly helpful.

Penny finds it easy to sell in Steamboat Springs, as she deeply loves the community she calls home. "It's an amazing place," she says, her enthusiasm obvious. "We are a world-class ski resort in Northwestern Colorado. We have a fabulous community of professionals that work in the ski industry, the healthcare industry, education, mining and agriculture." Penny also points to the Steamboat Springs Winter Sports Club a source of local inspiration. "Over a thousand young people participate in this club," says Penny. "They learn how to ski and race." The club has produced eighty-eight Olympians, "two of whom are mine," says Penny with great pride, referring to her sons, Bryan and Taylor Fletcher.

When she's not working, Penny enjoys myriad hobbies and activities, among them hiking, biking, fishing, skiing. Traveling, socializing and painting are also among her leisure activities.

Looking to the future, Penny plans on continuing to grow her business, and finding new ways to leverage the internet to attract new clientele. She understands, though, the importance of the more human, personable approach she demonstrates. "The majority of buyers and sellers still want someone that's knowledgeable, trustworthy, and who they can connect with on a personal level. They still want that Broker's touch," says Penny.



Photo by Tania Coffey



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