

# JENNA MEASROCH

**The Real Estate Problem Solver with a Heart for People**

PHOTOS BY REGIS LAWSON

Jenna Measroch didn't always dream of selling houses, but life had other plans. Born in Johannesburg, South Africa, she moved to Atlanta in August 2001 when she was just shy of 10 years old. The transition to the U.S. came with its challenges, but her family's determination for a better future instilled in her a strong work ethic. That same grit now fuels her real estate career, where she's known for her tenacity, resourcefulness, and genuine care for her clients.

## A Journey from Recreation to Real Estate

Jenna took a detour before finding her true calling in real estate. She attended the University of Georgia (Go Dawgs!) and majored in Recreation and Leisure Studies, intending to pursue graduate school to become a therapist or guidance counselor. But after working a summer at a preschool, fate nudged her in a different direction.

"Real estate sort of fell in my lap!" Jenna recalls. A sorority sister posted about an internship with a real estate agent, and it piqued her interest. "It sounded like a great opportunity—I interviewed for the position and did that for two years before deciding to get my license. The rest is history!"

## A Brokerage That Became a Second Family

Originally, Jenna chose her brokerage by chance, but staying was an easy decision. "I stay because of the amazing people, successful agents, and leadership we

have," she says. "A lot of the agents have become my good friends, and we've been through a lot of life's ups and downs together."

Her passion for the job is evident. For Jenna, real estate is more than just transactions—it's about problem-solving. "What gets me up every morning is not only my love for my clients but the thrill of being a 'problem solver.' I love finding solutions—whether it's pricing a home correctly, negotiating contracts, or overcoming unexpected hurdles."

## A Miss Congeniality of Real Estate

When asked to describe herself, Jenna turned to two of her longtime mentors, who had no shortage of praise. Lisa Pinson, one of the founders of her office, said, "Your work ethic, commitment to your clients, and how much you care is unparalleled." Another mentor and co-founder of her office, Jennifer Barnes, added, "Your positivity, helpful demeanor, and resourcefulness in making things happen for your clients through your connections and influence is awesome. You are the Miss Congeniality of Real Estate."

## Trends and Passion in the Market

Looking at the current market, Jenna sees school-driven areas remaining highly sought after, with a return of more defined home layouts. "Open concepts are still in, but houses with more distinct spaces are making a comeback," she observes.

Her business is 100% referral-based, a testament to the relationships she builds with her clients. "Everyone I work with is either someone I know, someone referred to me by a past client, or a repeat client. That means everything to me."

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#### A Life Beyond Real Estate

When she's not navigating contracts and negotiations, Jenna is traveling, spending time with friends, or cheering on UGA football. "I'm not a big sports girlie, but I love watching UGA games with my friends during football season!" she laughs.

Her family, who sacrificed everything to move to the U.S., remains her foundation. "My mom and dad, Sara and Alan, live in East Cobb, where I went to high school. My grandpa, Zellick, was a huge inspiration—he worked tirelessly to create a better life, and I'll look up to him forever."

She's also incredibly close with her sister, Leanne, who lives in Miami with her husband and two daughters. "Leanne helped me with my resume and interviews 10 years ago, and I still call her for advice—even though we're in completely different fields!"

#### Giving Back and Overcoming Challenges

Jenna's giving spirit extends beyond real estate. She has served on her office's Agent Leadership Council for five years, mentoring other agents and helping make financial, cultural, and big decisions to build a stronger office.

She's also passionate about Reclif, a nonprofit that empowers children with autism. "I was introduced to it through dear friends and clients. My incredible aunt has worked with children with autism her whole life, so supporting Reclif felt like a natural fit. I want to be more physically involved this year!"

Her ability to overcome challenges was on full display in a particularly tricky real estate transaction. "I listed a client's house, and we had multiple offers—everything was going smoothly... until we found out there was a sewer line running directly under the house, making it unsellable," she recalls. "I was determined to find a solution. I called the county, worked with our attorney, and explored every option. After a few months, we figured it out, and my clients sold their home! They just closed on their new one a few weeks ago."

#### The Advice She Lives By

When asked what advice she'd give to new agents, Jenna keeps it simple: "Care for your clients, not the compensation. Study the market, work diligently, and success will follow."

And if she weren't in real estate? "I think I'd love to be a radio show host or a news anchor!" she says



with a grin. Given her charm, enthusiasm, and gift for storytelling, she'd probably be a natural.

For now, though, she's right where she belongs—helping clients navigate one of the biggest decisions of their lives with heart, hustle, and a knack for finding solutions.