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# ARKANSAS MONEY & POLITICS

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# ARKANSAS' POWER WOMEN 2019

To close the year, *Arkansas Money & Politics* has focused the spotlight on women in Arkansas who exhibit a number of diverse qualities that set them apart in the business world. Each has blazed a trail, exhibited essential leadership, enhanced their company's performance — or done it all. AMP is proud to honor all women in business with a snapshot of the personalities, industries and examples of Power Women.

# Brandy Harp

Principal Broker of Jon Underhill Real Estate

## WHAT ATTRACTED YOU TO YOUR CAREER?

My love and appreciation of real estate dates back to meeting the love of my life, Richard Harp, in 1999. Over our 19-year marriage, we have built six homes together for our family and currently own 50 single family homes as a part of our retirement plan.

## HOW DID YOU GET STARTED IN YOUR INDUSTRY?

Prior to my career in real estate, I worked at Alltel for 18 years where I sharpened my business acumen in marketing and advertising, contract negotiation, Six Sigma process improvement and customer service. My passion of real estate naturally crossed into my life journey when I married Richard Harp. In 2008 when Alltel was acquired by Verizon, I started working on a business plan to change careers into real estate. I was fortunate that Jon Underhill, an Arkansas real estate icon, graciously agreed to mentor and teach me the business.

## WHAT IS YOUR SECRET TO SUCCESS?

I set myself and our company apart from the competition by being experts in every aspect of the home buying and selling process to help clients succeed with their real estate investments. This includes employing a unique, specialized strategy to help each client succeed, while always maintaining the highest level of professionalism, integrity and respect.

## HOW DO YOU BALANCE YOUR WORK AND YOUR PERSONAL LIFE?

My career is much more than just a job. When you truly love what you do, it is intricately woven into your life. My husband and I plan small getaways to invest in each other and our family. These “time outs” give me time to **recharge, reflect and contemplate** all aspects of my business to deliver my best.

## WHAT ACCOMPLISHMENTS ARE YOU MOST PROUD OF?

In 2018, I was recognized as the top-performing female Realtor in Little Rock selling \$30 million in residential real estate.



Power Women

**BRANDY HARP**

Making positive differences in the lives of others.

## WHAT ADVICE WOULD YOU GIVE TO A YOUNG WOMAN STARTING HER CAREER?

Regardless of what field you decide to pursue, invest in becoming proficient in effective communication and excellent customer service skills. Two additional facets that I attribute my success to include investing in personal development and a mentorship program.

## HOW DO YOU HOPE TO BE REMEMBERED?

I hope to be remembered as a Christian, an exceptional wife, a wonderful mother, a real estate expert and volunteer in the community who spent her life making a positive difference in the lives of others.