

TOP AGENT

MAGAZINE



SONNY
JONES



In 2015, Top Agent Sonny Jones was nominated as rookie of the year with \$6.5 million in transactions and it's been an upward trend since then, with 2021 totaling close to \$20 million.

Marketing and merchandising in corporate America for 18 years was enough for Sonny. He was disillusioned with the system and the changes that were happening. When he asked to be transferred to another city, he decided it was time to leave that world. He always had an interest in real estate, got enrolled in the right courses and was licensed a month and a half later. A few months later, in 2015, he closed on his first sale, a million-dollar property. He

was nominated as rookie of the year with \$6.5 million in transactions and it's been an upward trend since then, with 2021 totaling close to \$20 million.

Sonny dove in to the business by inundating himself with the tools and knowledge he needed to be successful. With his background in marketing and merchandising, he viewed real estate as simply a larger product to sell. All



of the basic sales principals of matching a client to a product were the same. It was all about proper targeting of customers. In the current marketplace, that proper targeting often leads to a sale of the property before the open houses can even occur.

He worked lots of open houses, even the ones that other agents didn't want to do, just to build the connections that would continue through his career. He joined all of the committees and neighborhood boards he could to get his name into the community. It's been eight years now



To this day, most of Sonny's business is repeat and referral business and he doesn't need anything like online advertising to sell his services. His support of the community is enough to grow his sphere of influence and get the referrals when someone asks if anyone knows a good realtor®.

and his sphere of influence around intown Atlanta keeps growing. The people you get to meet face to face at an open house are the hottest prospects possible, and he used open houses as a springboard to a larger network of referrals. To this day, most of his business is repeat and referral business and he doesn't need anything like online advertising to sell his services. His support of the community is enough to grow his sphere of influence and

get the referrals when someone asks if anyone knows a good realtor®.

Sonny keeps in touch with his clientele through direct mail and emails, but his preferred method of communications is a direct phone call. Remembering birthdays, purchase anniversaries and other special dates always give him a reason for a quick contact to stay top of mind. When it's time to reach out with a



new listing, he'll do all of the syndicated channels, supplemented by property information on Facebook, and Instagram with high quality images and walkthrough videos. He keeps storage units full of furnishings available to spruce up any properties that are showing their age. If it's in an area where Sonny wants to do

more research, he goes straight to the source and works with other local agents to get evaluations including feedback on the property itself and viable pricing ranges. In his own neighborhood, he knows all of the ins and outs of the area, having sponsored traffic medians and concert series.



Sonny is incredibly busy right now, with a closing coordinator as his only assistant. He's looking of adding some others to his team to get some free time back. Then he can head to his cabin in Blue Ridge and get some relaxation

on the clear, refreshing waters of the lake if not the beach. When he travels now, it's much more special than when it was being done for a corporate job. He loves the real estate business, and is looking forward to growing his business further.



To learn more about Sonny Jones,
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