

» rising star

# BRACEY GODFREY

Written by Susan Marquez Photography by Abe Draper Photography

BRACEY GODFREY HAS A LONG LEGACY OF SUCCESS IN THE REAL ESTATE INDUSTRY. "MY MOTHER, KAREN GODFREY, HAS BEEN IN THE BUSINESS FOR 32 YEARS -- SHE IS THE BROKER/OWNER OF GODFREY REALTY GROUP IN CLINTON. MY GRANDMOTHER WAS THE BROKER FOR COLDWELL-BANKER FOR A LONG TIME. AND MY GRANDFATHER EVEN GOT HIS REAL ESTATE LICENSE LATE IN LIFE."



Bracey has lived in Clinton her whole life, graduating from Clinton High School, where family roots run deep. "My parents, aunts, uncles, and cousins all graduated from Clinton High School!" Bracey says she was raised as a real estate kid, spending a lot of time in the car. "My mom used to have to drive to get signatures on paperwork. I have seen firsthand how technology has come such a long way since then."

When it was time to go to college, Bracey thought she'd go another route. She attended Ole Miss where she majored in speech pathology. "I went to graduate

school at the University of Louisiana at Lafayette, but while there I felt like it was not where I was meant to be." She returned to Clinton and decided to try real estate full-time.

Leave it to a mom to know what is best for their children. "My mom signed me up to get my real estate license when I was 18." Bracey got her license in June 2015, just before going into her sophomore year in college. "In downtimes from school, I helped my mom with some of the more technical aspects of the business." When she decided to leap into real estate as a career, Bracey gave it her all.





Bracey started working at Godfrey & Ivy Realty, Inc. in 2019. By the time she had her first closing, she was confident. "I feel like I've had the best training around. My mother still loves real estate as much as she ever has, and she is always there to help me if I have a question. I started at Godfrey and Ivy Realty, Inc. where Danny and Debbie Ivy have known me since I was a child. Debbie was our broker and Danny was my mom's business partner until they retired. Our office has many experienced agents I can go to when I have questions."

Bracey says she isn't afraid to ask questions, because when it comes to her clients, she understands they are making the most expensive investment they'll ever make. "I want to do all I can to make sure they are taken care of." Bracey says she especially likes working with buyers. "First-time buyers are always fun. It's so rewarding for me to help them find the right house and then to hand over the keys. But I also enjoy the marketing side of working with sellers. In both cases, it's important to counsel clients during the

process. Being transparent and communicating the steps to come helps to alleviate a lot of anxiety for clients."

Now Bracey is a homeowner. "I bought an older home in Clinton and my parents helped me renovate it," she says. "They flip houses, and that's something I enjoy as well. I learned a lot about taking an old home, and bringing it up to code, transforming it into a nice living space. It's something my family enjoys doing together. I am thankful for the knowledge I have gained and the time we get to spend with each other through the renovation process."

When she isn't working, Bracey says she loves to read. She sets a goal for herself each year. "I haven't read the number of books I should have so far this year, but I'm hoping to catch up." She also enjoys learning new skills. "They are really old-time skills. I am learning to do embroidery and crochet, which I can do at night while watching TV."

Bracey enjoys traveling as well and says she is ready to go anywhere any time.

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