

EXECUTIVE AGENTTM

MAGAZINE



Jefi Moultrie

Executive Agent of the Month

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Jefi Moultrie

Written by Haley Freeman - Ian Wiant Photographer

Jefi Moultrie, award-winning Realtor® at Keller Williams, proclaims her Big Why, “To live a life I can feel proud of. To me, it’s not about how much money I make, or being number one. It’s about the client, knowing I’ve done such a good job that they would refer

me to their friends and family. And at the end of the day, once all my clients are taken care of, I can have dinner with my family.”

Jefi’s ambition and attention to detail have been hallmarks of her professional life from the very beginning. She began working for Nordstrom when she was only 16 years old, where she worked her way up through the ranks, eventually becoming a buyer for their Southern California and Washington stores. Jefi worked with former company CEO Dan Nordstrom, who asked her to be a teacher at the University of Nordstrom, teaching their extraordinary customer service philosophy to employees at all levels of the company. There, she adopted the company’s mantra: It’s always about the customer. No matter what.

When Jefi had her first child, she found the demands of corporate travel no longer fit her lifestyle. So she reinvented herself in the fashion world, becoming a designer who created originals for Nordstrom and boutique stores along the Southern California coastline. Her business was thriving, when tragedy struck in the form of 911. On that day, her business closed, as all of her goods were stuck in Canada and could not be shipped on time.

Jefi came from a family of Realtors® who staged something of an intervention. “They had a conference call with me and told me, ‘Jefi, this is your calling. We know this has been devastating to you, but it’s time to get your real estate license.’”

Selling From A to L

Coming from a home where her mother was a residential agent and her father was a commercial broker, Jefi remembers her parents working long hours. “I made the decision before I got my license that I would have to do this career with balance in my life. I didn’t want real estate to suck me into an abyss with no schedule. I wanted to have a life with my husband and children. So my time is scheduled to the minute. I feel I can do in five hours what takes most people ten hours. I start each day with a to-do list, and I know what my priorities are. My precious time with my family is so important. I am committed to being 100 percent with my clients when I’m with them, and 100 percent with my family when I’m home.”





Jefi was inspired by her first manager, Carrie Guthrie, who believed in her potential and encouraged her to pursue real estate in an authentic way that honored her own identity and values. “When I interviewed with her, I had literally just given birth and couldn’t fit into one piece of clothing I owned. I had just closed my business. I wasn’t at my best. But she helped me see how I could bring my Nordstrom philosophy to real estate and be successful. I love traveling, yoga, cycling, camping and nature. These things are at the core of who I am. She really helped me to narrow that down and bring the real me to my business.”

Jefi’s innate love of people, exceptional self-discipline and business savvy all helped her to enter real estate in the topsy-turvy post-911 world and rise to immediate suc-

cess as Rookie of the Year. As the mother of two young children, she went on what she calls the “birthday party circuit,” meeting as many people as she could and letting them know she could help them buy or sell a home. She did 33 transactions in her first year. “I got out there talking to people and found that I loved real estate. It wasn’t a foreign language to me; I grew up with it.”

She continues, “At Nordstrom, we had a blue book where we would write things down and keep track of customer details. At my first open house, I drew on that experience, opened my phone and started at A calling everyone in my contact list. By the time I got to L, I sold the house. You have to think outside the box and be creative; follow your gut.”

A Life of Balanced Abundance

Always Learning

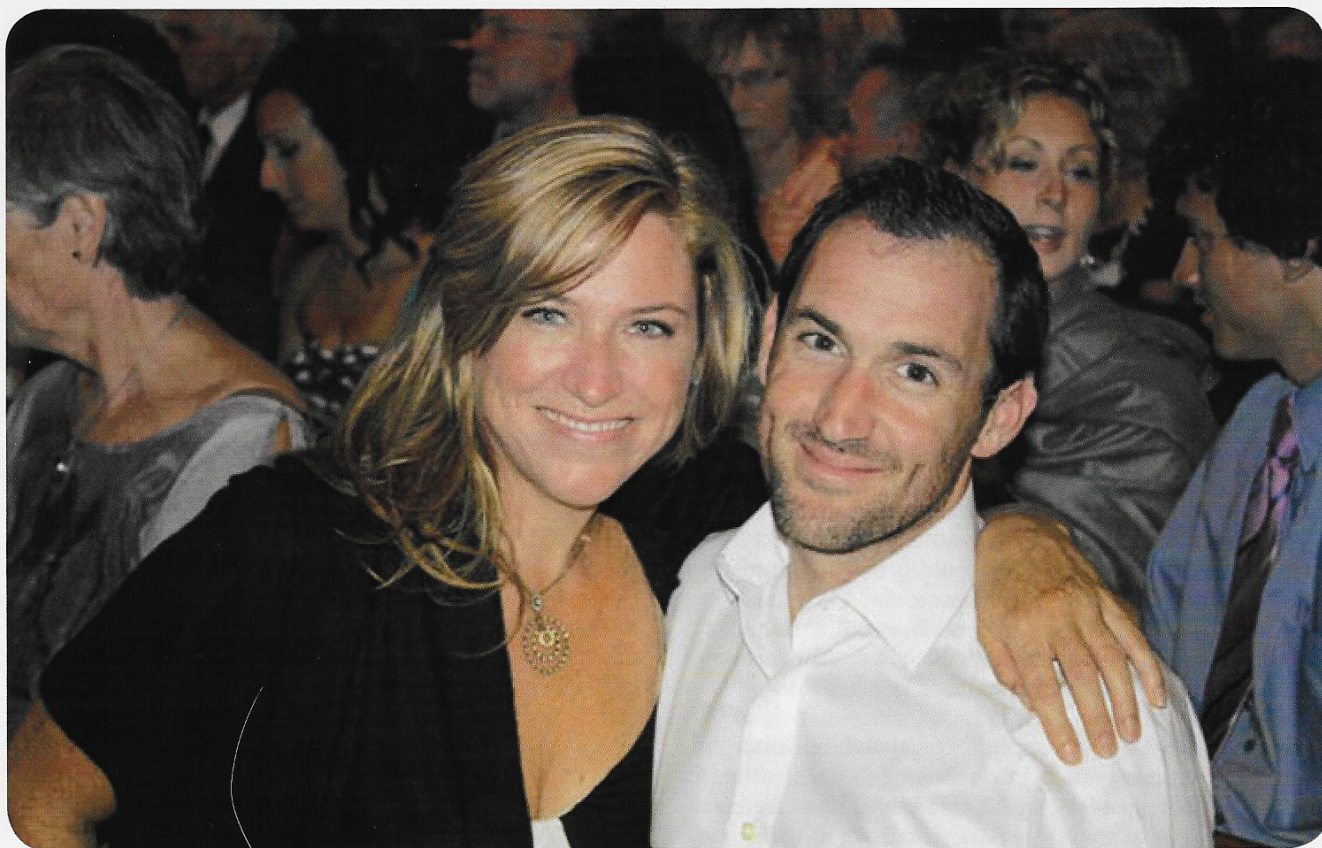
Jefi has worked with some of the most prestigious brands in the industry, but she ultimately chose Keller Williams because of their commitment to ongoing education. Her broker, Joe Garzanelli, “is the kind of hands-on leader you can call anytime and know he will get back to you right away. I love that you can sit down with somebody in this company who does 100 listings a year and they will share what they know. So many companies and agents are closed with that because they’re afraid if they share, somebody will take away their business. Here we believe an agent should always be learning, and we’re all an open book when it comes to helping one another sharpen our skills.” Jefi also does training for Keller Williams, where she specializes in teaching classes on time management and working by referral.

Jefi’s motivation to always go above and beyond for her clients is fueled by her genuine love for people. “I love getting to know them and understanding their stories. I always think, how would I want my kids or parents to be treated in a transaction? It’s not about me or my commissions, but about them and their future. Whenever you’re working

with people, they have to know, respect and trust you.”

When Jefi counsels young, first-time buyers, she candidly goes over their choices. Even if their lender has said they can afford a certain payment, she explains that spending all they’ve qualified for may mean eating rice and beans every week and foregoing a new car or travel. “I’ve received so many referrals for doing that,” she says. “It builds trust. I’ve never lost a client for suggesting a client buy less house or wait until they’re financially ready to buy the house they really want.”

Jefi has built a team of seven who are equally committed to giving clients incomparable service. “Each is their own person, and none of their numbers feed into my numbers. I want my team to always feel their work is theirs to celebrate, and they can have the satisfaction of knowing they stepped up and achieved their goals. Our work is most rewarding when everyone can enjoy their own success. I put my name to them, because I know they will treat each person with the utmost respect. They are just phenomenal, and it’s great knowing they are my feet on the ground when I can’t be there.”

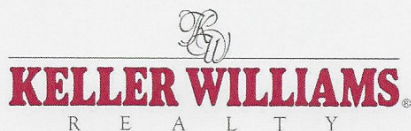




Jefi married her husband, Cody Stevenson, four years ago, after meeting him at Cosmos Coffee on La Mesa Boulevard. “He has been my financial mentor over the years and taught me how to run a business like a business. We really live a beautiful life, and I am truly grateful.”

A retired professional cyclist, Cody introduced Jefi to the Challenged Athletes Foundation, a cause they now support together. The organization provides prostheses and special equipment to physically challenged individuals so they can live an active lifestyle and participate in athletic events.

Jefi’s ongoing service to others and loving regard for her family continue to pay rich rewards. She has found true balance in a life and career she can feel proud of, giving generously to family, clients and community.





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