

TOP AGENT MAGAZINE



Rachel Zamorski

Growing up in a family that included several generations of home builders positioned Top Agent Rachel Zamorski for success in the real estate business. She got her start by working in a design center, and then for a home builder, before getting her real estate license in 2007. “It just seemed like a very natural transition to take that step,” she says.

Now serving the Triangle and Triad areas of North Carolina with a full range of residential real estate services, Rachel credits her “guerilla marketing” with giving her a competitive advantage. “Between my marketing degree and my time working for a builder, I learned a lot of solid selling techniques,” she explains. “I tend to sell homes faster because I think outside the box and am also very aggressive in looking for buyers,” she continues. “I utilize all forms of social media, and have even sold a home using Instagram!”

Of course, it takes more than clever marketing to become a memorable agent whom clients want to refer. “One thing I hear over and over is that I’m a terrific advocate for my clients,” Rachel says. “I am friendly, warm, and make an effort to be a good listener, rather than just telling my clients what I think they need,” she continues. “I have even had clients who say I’ve become like part of the family.”

Above all, Rachel keeps one thing in mind, and makes it a point to instill it in her team as well. “First and foremost, I look at this industry as a service industry,” she says. “I always put my clients first. A lot of agents will get really excited about what they think the commission is going to be or what’s in it for them. But I tell everyone to keep the focus on the client and everything else will fall into place.”

With her client-first approach, it’s no surprise that Rachel has been recognized with a number of industry honors and awards, including Listing Agent of the Month and several Customer Satisfaction Awards. But there’s one thing that’s even more meaningful to her. “I’m proud of my scrapbook full of thank you cards! It’s fun to look through those and remember the people I’ve met along the way.”

In fact, Rachel says that helping clients is the one aspect of her career she finds most rewarding. “I love having a great transaction where my clients are happy. Whether it’s buyers closing on their first home or someone selling a home, I do everything I can to make it a worry-free process,” she says. “Having happy clients tell me after the fact they’re really satisfied or that they were dreading the experience and it turned out so much better than they expected makes it all worthwhile.”

Rachel believes in giving back to the communities that support her business. She is a member of the Mebane Women’s Club, an international volunteer organization. “We do a lot of volunteer work and fundraising for our county’s education initiatives, and are very involved with Meals on Wheels as well.

Looking to the future, Rachel has exciting plans to grow her business. “I have recently brought someone on board to focus on commercial and land,” she says. “I look forward to being able to help even more clients.”

To learn more about Rachel Zamorski of Keller Williams, call 919.323.6068 email Rachelz@kw.com or visit www.RachelZamorski.com