

# TOP AGENT MAGAZINE



## JENN BARROWS

Top Agent Jenn Barrows of Barrows & Associates in Rehoboth Beach, Delaware can claim nearly two decades worth of experience in the highly-competitive real estate industry. Working under the umbrella of Ocean Atlantic Sotheby's International Realty, she has solidified her reputation as an agent who can be consistently trusted to put her client's needs first and foremost.

Jenn's foray into the world of real estate began in 2000, when she and her husband moved back to the scenic, coastal town of Rehoboth Beach. "We'd always wanted to live in this area. This is where we met and fell in love and we both had always strongly felt that it would be the perfect place to raise our family," she explains, "but it's a resort town and there aren't any major companies so it's not easy to find a good career where you can make a living down here." Attempting to parlay her extensive corporate marketing background into a job, she sent her resume to two top agents in the area. Ultimately, one of them hired her as marketing director. "I immediately got licensed and became her right hand," says Jenn. She remained a part of that team for five years, and then left to form her own, which is comprised of six members including her husband Brian, also a licensed broker. Since then, Jenn has distinguished herself with a host of awards and commendations, including the Five Star Real Estate Award for Delaware for eight consecutive years.

With nearly eighty percent of her team's business based on repeat clients and referrals, Jenn is clearly doing something right. "We really care about our clients," says Jenn, by way of explaining this exceptional level of client loyalty. "I've given clients advice many times that did not behoove me. I've told clients that it's not the right time to list, and have told buyers to wait a year to save a little more or pay off debt. I'm also not going to take a client to a property that I wouldn't put a close friend or family member in."

Jenn shows her appreciation for her clients in a myriad of ways, including twice-annual client appreciation parties. This appreciation is clearly reciprocated, as is made evident by her perfect five-star rating on Zillow.com, on which site she is a Premier Agent. Among

the nearly eighty perfect reviews on that site is this one that perfectly illustrates the care and concern she shows for all her clients: "We were referred to Jenn and Brian by friends and could not be more pleased with their level of service and professionalism from start to finish. Their knowledge of the market, builders, lenders and the process was top-notch, and we had complete confidence in them every step along the way."

Broad-spectrum, savvy marketing is another factor in Jenn's continued success. In addition to tried-and-true methods like just-listed and just-sold postcards, her team leverages the internet to provide maximum exposure for their listings. In addition to Facebook and other social media platforms, they also market directly to the large number of agents in their area, including hosting agent open houses and brokerage meetings on-site at the property. "We also get the benefit of being with Sotheby's and their recognizable brand and strong partnerships" says Jenn, "which means added exposure for our listings and marketing. For example, our listings get priority on the Wall Street Journal website, which is a pretty phenomenal benefit to our sellers."

Jenn and Brian are passionate about giving back to their community, and to that end are actively involved in multiple local charitable organizations. They support and contribute to their local hospital, something they are both passionate about as Brian is a cancer survivor. Brian is also a member of The Beebe Medical Foundation Ambassador program and the Delaware State Golf Association Scholarship fund. Jenn donates her time at the elementary school Art Docent program which uses docents to teach children art history. She has been volunteer & committee member for Autism Delaware and a panel speaker for the Young Professional Network for the Sussex County Association of Realtors.

As for the future, Jenn's plan is to continue growing both her team and her business, while sacrificing none of the exceptional client service that has become her hallmark. "I love working with and meeting different people, and helping them reach their goals," she says. She has also set a personal goal of reaching a one-hundred percent referral rate. "It's so gratifying to have a friend of a friend or a family member of client call me and tell me that they want to work with me. It's incredibly fulfilling."



For more information about Jenn Barrows,  
please call 302-245-1730 or email [jenn@barrowsandassoc.com](mailto:jenn@barrowsandassoc.com)