



ALEX HELTON

REALTOR®, ABR®
Century 21 Connect Realty

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Dear Athenia,

Prior to entering real estate, I worked in the big murky field of “marketing.” I secretly felt I had the marketing know-how needed to rocket myself into a top-selling agent position.

Three years in, I realized I needed help.

After I heard you talk about your business, hiring you was a no-brainer. I have experienced firsthand how you spot new opportunities, create a plan, and then pull it off.

The best part is how you show authentically, without “sales breath.”

Right out of the gate, you had the idea of creating a vendor guide, and then following that up with a homeowner event for my neighborhood (a target segment for me). You outlined a path to automate the entire process. Plus, you immediately understood the nuances of real estate marketing, with its long lead times and need to stay sticky with prospects for what may end up being years.

Thank you for being my marketing superhero, Athenia. I can’t wait to witness continued success for us both.

Kind regards,

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