



An accomplished professional with a penchant for adventure, Tracey Fullenkamp is one of those individuals who creates success in every venture she undertakes. Her secret: thoughtful planning and execution. “I’ve always been someone who works hard to accomplish my goals, and there is a strategy behind everything I do,” she shares. It’s this approach that has propelled her to an accomplished and thriving real estate career.

Tracey pursued her entrepreneurial interests, graduating with an MBA from Pepperdine University, before launching her real estate career. Her marketing acumen, business savvy and energy proved an ideal platform upon which to build a business, and the time was right in 2009 when the market was at a low point. “Many agents had left the business,” she explains. “I felt that if I had the opportunity to build a solid base of knowledge, I’d be in a better position to assist my clients when the market improved.”

TRACEY FULLENKAMP

A STUDY IN SUCCESS

By Lalaena Gonzalez-Figueroa

Her strategy paid off. Tracey quickly established herself as a knowledgeable professional with exceptional communication skills; an advocate and client care specialist who provides each client with the information necessary to capitalize on opportunities to meet their long - and short-term goals. With impeccable attention to detail, she generates scenarios that allow individuals to explore their options and weigh the potential outcomes. "My aim is to minimize the unknown factors and provide each client with an array of options."

She's consistently a step (or more) ahead of the process. "I'm always thinking ahead," Tracey acknowledges. "I usually have a Plan B, Plan C and Plan D." Her consistency adds value to buyers and sellers, who benefit tremendously from Tracey's results-oriented business model. From comprehensive buyers' offers to beautifully presented listings, she is thorough in every aspect of her work.

Tracey's professionalism made the difference with client Gayle Harrison. The former vice-president with American Express asserts, "With my business experience, I know a self-starter when I meet one. Tracey is an intelligent and motivated go-getter who impressed me from the start." They met through a referral, notes Mrs. Harrison, who consulted with a number of agents before signing with Tracey. "I didn't intend to list my home," she recalls. "But after our initial consultation, I knew we were in good hands."

An in-depth conversation and home preview, says Mrs. Harrison, made her feel that Tracey knew her own home as well as she did. She states, "She took copious notes, asked questions and learned what I thought was important for potential buyers to know. Tracey never took a phone

call while she was with me; she dedicated nearly three hours to that first meeting, and that set her apart from every other agent I met." Mrs. Harrison adds, "Tracey facilitated a smooth sale and was very professional throughout. I appreciate that she takes her business seriously, and never lost sight of our best interests."

Tracey's competitive nature shines even in her downtime. An avid athlete, she enjoys running and yoga to recharge and balance her mind and body. Her spirit of adventure has taken her on a 100-mile race in the Himalayas, and on a month-long backpacking trek in the Alaskan wilderness.

She has worked her way to a stellar reputation among clients and colleagues, and Tracey looks forward to continued professional success. "I enjoy the opportunity to be challenged every day in this business," she says, "and to make a positive difference in the lives of others."

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