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**AMBER NOBLE, CNE
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Noble Prize

Amber Noble, a locally based real estate expert and overall renaissance woman, spends each day living up to her motto, “My difference makes a difference.”

by **DEBRA WALLACE** photography by **ALISON DUNLAP**

People often transition into second careers, but few have done so as masterfully as Amber Noble.

After spending two decades working with some of the biggest names in entertainment, Noble moved into a career in real estate. She's now celebrating the 15-year milestone as a force in local real estate, serving clients throughout Bucks, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia counties, as well as across the river in New Jersey.

Born and raised both in the City of Brotherly Love and also in the suburbs, Noble is intimately familiar with the large swath of communities she specializes in as a Realtor.

Noble, who graduated from Temple University, has a long list of areas of expertise: award-winning Realtor, real estate class instructor, leader, investor, motivational speaker, author, Harvard-trained negotiator, and serial entrepreneur. Throughout her life, in every venture she has undertaken, she has set out to prove a saying that has become her unofficial motto: "My difference makes a difference."

"Everything I do is from a place of advocacy and education," she explains. "I want everything to be a win-win, so I am always making sure that everyone involved gets what they need to feel good about the transaction or partnership."

As a real estate expert, Noble specializes in everything from modest first-time home buyers and nationwide relocations to representing waterfront properties and luxury estates; she has earned her accreditation as a Certified Luxury Home Marketing Specialist. While she enjoys helping clients of all backgrounds and budgets, she has developed a niche for representing high-profile sports figures, from Super Bowl champions to NBA All-Stars. Noble is committed to every single client feeling like they have had a "white-glove service" and "concierge level" experience after they have worked with her.

"My clients are all equally important to me," she shares, "regardless of their price point or budget."

Noble is known for her strong work ethic and commitment to lifelong learning, traits she inherited from her parents. Her mother, now retired after a 50-year career as a registered nurse, grew up with modest means in North Philadelphia. Her father, a 30-year welder for the School District of Philadelphia, as well as a real estate investor and bar/lounge owner, was the son of a coal miner who relocated from West Virginia to Philadelphia's Germantown neighborhood in the early 1900s.

"My parents emphasized being the best that you can be and getting a solid education," she says. "As a result of the confidence they instilled in me, I never put a ceiling on myself. They taught me that no matter how hard the task in front of you is, never give up. One of the greatest characteristics I modeled after my parents is that you either find a way or you make a way."

Solving Problems

Prior to embarking on a career in real estate,

Noble contributed to the success of albums and merchandise from iconic entertainment companies such as Def Jam Records. She also played a part as a key team member of many well-known celebrities, including Jay-Z, LL Cool J, Lionel Richie, Patti LaBelle, The Isley Brothers, Idris Elba, and Laila Ali, the prominent TV personality (and daughter of Muhammad Ali) who retired undefeated from her career as a professional boxer.

Noble started her real estate career at a particularly tough time, during the so-called Great Recession, when short sales and foreclosures abounded. As a result, Noble learned firsthand how to deal with adversity. Now, with 15 years of real estate experience under her belt, she offers the wisdom of her experience to help buyers and sellers achieve their goals even in challenging markets.

"When I decided to walk away from a successful and financially lucrative career as a senior marketing executive in the radio, TV, and music industries, earning a high-six-figure salary while only in my 20s, I knew I had to have a heavy-duty strategic gameplan," she recalls. "I hit the ground running in real estate. Nearly two decades later I am still standing strong, and I absolutely love what I do."

Her enthusiasm shows in her results. In 2022, the *Philadelphia Business Journal* recognized Noble as the Realtor responsible for one of the largest residential real estate sales in Philadelphia: a \$3.95 million sale, in which she represented the buyer. While she appreciates the recognition, she gets more satisfaction out of being a "high-level problem solver" for people who need real solutions and results.

"All of my business experience has given me a unique perspective, and that helps me aid others to navigate through difficult waters," Noble says. "I keep my clients calm, focused, and level-headed so I can help them make the best decisions for themselves and their families."

Her advice to anyone considering buying or selling a home includes some simple yet profound words of wisdom: "Be cautious and well-informed, and seek wise counsel."

"Start with identifying a top-notch Realtor," she adds. "You want someone who will listen to what you want and give you a realistic outlook on what the possibilities are for you with your specific set of circumstances. This professional should be ready to enlighten you on the current outlook on the local market, mortgages, home inspections, appraisals, and best practices, and help you assemble a team of other real estate specialists as needed."

While Noble is deeply proud of her business accomplishments, she is even more passionate about her family. She is the devoted mother of Leah, her 11-year-old daughter, who is on the autism spectrum. She is equally eager to help those in need. In particular, she fiercely advocates for seniors, partly inspired by her own parents' struggles (her dad's COPD plus a leg amputation, and her mom's stroke).

To that end, Noble founded the Noble Acts of Kindness Foundation, which is in the process of securing its 501(c)(3) nonprofit

status. During the past eight years, the foundation has offered programs for children with special needs, seniors, and their caregivers. Noble has also leveraged her celebrity relationships to bring high-profile music and TV personalities to visit at-risk/incarcerated youth and sing carols to the elderly at nursing homes during the holidays as part of her foundation's annual "Caravan of Kindness" goodwill tour.

"I just want to be a blessing personally and add value professionally," she says. "With every person I encounter, it's vitally important to me that they feel better afterward than when our paths first crossed one another." ■



ABOUT AMBER NOBLE

The term "jill of all trades" seems an apt way to describe Amber Noble. To put it simply, she's very good at a lot of things.

As a Circle of Excellence Gold Level award-winning Realtor, Noble helps as many as 50 clients per year in Pennsylvania and New Jersey exceed their real estate goals and build multigenerational wealth. To date, Noble has helped more than 500 individuals and families build more than \$100 million of wealth through real estate ownership, the career milestone she is most proud of. As a Keller Williams Real Estate Planner™, she is qualified to help retirees safely build and transfer their wealth in retirement through real estate.

Also, since 2020 Noble has been a managing broker overseeing a division of 100 New Jersey licensees within two Keller Williams market centers—one on the Main Line, and another in downtown Philadelphia. Collectively, those two market centers produce more than \$2.5 billion in annual sales volume.

She's also a prolific author, having co-written several books, with more on the way. Her co-writers to date include Jack Canfield, creator of Chicken Soup for The Soul, and HGTV personality Egypt Sherrod, whose career Noble oversaw as her talent manager for nearly two decades. Noble has two future bestselling books she intends to release in 2023, co-authoring alongside hall-of-fame sports broadcaster Dick Vitale and Chris Voss, a former chief FBI negotiator and author of Never Split the Difference. Clearly, her best work is yet to come.