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Jamie Adler leads an all-women team of highly skilled Realtors devoted to providing an incredible experience for buyers and sellers alike. page 16

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WOMEN TO WATCH

IN A FIELD LIKE REAL ESTATE, WHICH CAN BECOME QUITE COMPETITIVE AND AT TIMES CUTTHROAT, RESPECTED REALTORS WHO ARE WILLING TO GO OUT OF THEIR WAY TO MENTOR YOUNGER COLLEAGUES ARE NOT SO EASY TO FIND. As independent contractors, agents are incentivized to go the extra mile in establishing their own business. That usually leaves little time to worry about anyone else.

Jamie Adler, however, is unlike anyone else. She has reached the heights of the industry in her nearly two decades as a Realtor by setting her own standards. That's why she made it a point upon joining COMPASS Real Estate last year to form The Jamie Adler Team, which has since grown to eight female agents, all learning the ropes from one of the best in the business.

"When I went to COMPASS, a couple of the women from my previous office came with me and it felt like a life-changing moment," Adler says. "I'm finding that a lot of women who want to learn real estate are calling me and asking me to be their guide.

"I love being a mentor," she continues. "As much as I love selling and have been successful at it, my ultimate goal is to help people learn the business the right way and become successful on their own. It's been such an awesome experience to teach these women."

The expansion of Adler's team confirms the need for leadership in the business. She is not looking for people to do things exactly the way that she does them, but certain qualities are welcome.

"Every woman on the team is so different, but they're all friendly and not egotistical at all," she says. "I'm a very friendly person, and I love being social. I treat people the way that I would want to be treated, and that's what I look for on the team."

Adler has always made herself constantly accessible to clients, taking calls at all hours to ease their concerns and address any issues that arise. In the current market, which has been affected by high interest rates and low inventory, the fact that she has seen everything firsthand is a major bonus.

"With my experience, I know certain strategies on how to get offers, how to work with agents on the other side, how to brain-



Leading the Way

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storm about making an offer on a house where there's five other people interested," she says. "On the listing side, it's about knowing the right ways to market the house, how to price it, how to be knowledgeable about social media. Anybody can put something on the MLS, but you have to work hard today."

Adler offers those services not only to luxury clients—a specialty of hers—but also first-time buyers who tend to need her guidance more than anyone. She focuses mostly on Montgomery County, particularly the likes of Blue Bell, Lower Gwynedd, and Upper Dublin, but the team's growth has enabled Adler to help clients looking farther afield.

"We have a terrific agent in Center City as part of the team, and we have Bucks County covered, too," she says. "I will sell

anywhere. Part of the reason for building the team was to be able to spread out and help people in other areas."

Adler is excited for what the future will bring as she continues to extend her influence and share her passion for real estate.

"We have a team full of great women who are ready to help and exceed people's expectations in real estate," she says. "In a crazy market, I think it's more important than ever to align yourself with the right Realtor." ■

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The Jamie Adler Team at COMPASS Real Estate

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