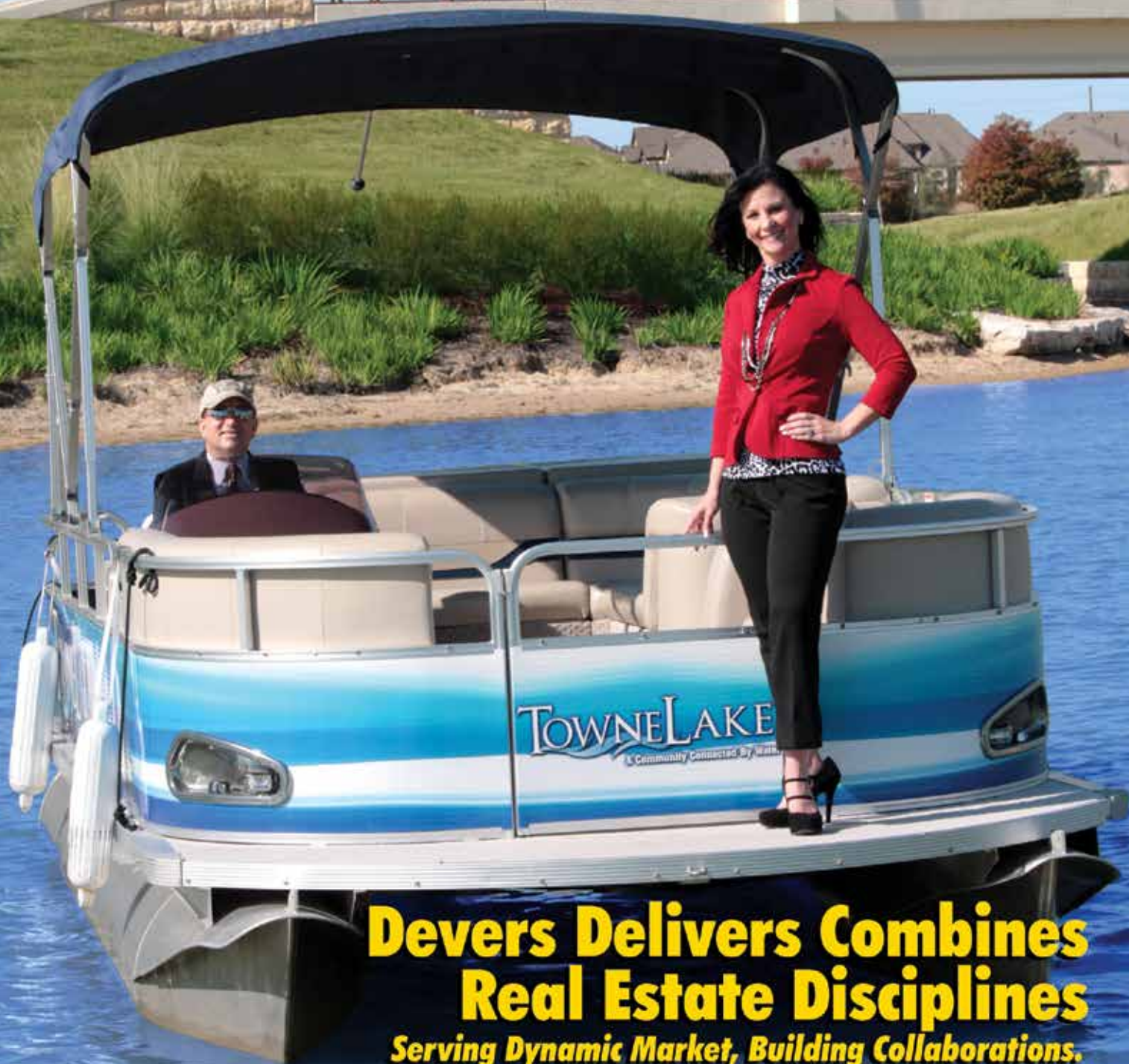


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"FOR AND ABOUT HOUSTON'S TOP REAL ESTATE PRODUCERS"



**Devers Delivers Combines
Real Estate Disciplines**

Serving Dynamic Market, Building Collaborations.

COVER STORY

Devers Delivers Combines Real Estate Disciplines. *Serving Dynamic Market, Building Collaborations.*

Jenna Devers works tirelessly for her buyers and sellers doing so proudly since 1991. Continued commitment to education, professionalism and her clients has earned Jenna top industry awards recognition.

Jenna has always enjoyed all aspects of the real estate business. She loves meeting and establishing relationships with people from all walks of life and helping them with one of the most important decisions they will ever make. Whether first time home buyer, or luxury home seller, Jenna approaches each transaction with excitement and energy, regardless of price. Having the “Military Specialist” Designation, she loves the opportunity to assist Military staff and their families.

Devers Delivers was predicated upon providing comprehensive real estate services under one umbrella, for consumer benefit and access to necessary services. With additional investment, this model can be expanded into an even more significant company serving the Houston metropolitan area. It is affiliated with Berkshire Hathaway Home Services, Anderson Properties.

Jenna Devers is a highly professional and strategic realtor. She has represented hundreds of buyer transactions and knows the value of integrating the process for the best interests of the customers. That is why as a real estate professional, she is highly involved in the financing, mortgage, closing and home modification process.



PHOTO BY MIC HAELS PHOTOGRAPHY STUDIO

Jenna believes that “good communication is the cornerstone of any successful relationship, and by listening carefully, one has a better understanding of your unique needs and can thereby deliver the necessary results. If you are buying, that means finding the home best suited to your financial and lifestyle needs. If you are selling, her innovative ‘out-of-the-box’ marketing skills and use of the latest technology tools provide maximum exposure.”

She maintains preferred provider lists in the construction and design/build areas. She has screened and developed collaborative relationships with home service providers. This provides services that most real estate agencies do not, including seller finance, investment, commercial, and multi-family assistance. She has strong connections and commitment to the military, which is a specialized marketing niche.



PHOTO BY MIC HAELS PHOTOGRAPHY STUDIO

Jenna’s family, husband Michael and daughter Hailey

“Why I feel it’s so important to have such an extensive website, because I can’t be reached 24/7 and my clients have questions that need answers, there is nothing worse than having a panic attack about a simple thing waiting on a phone call, text or email back when you can quickly look up the answer” Jenna explained. “Not to mention many times once clients get home after the information overload either from the first visit, first showing, or signing a contract there are always questions. I look at it as keeping the stress off of my clients by educating them on the process.”

- *Service providers needed in the process.
- *Preparing to move.
- *Home maintenance.
- *Things to know when moving to Houston.
- *Family safety.
- *Pet safety.
- *Hurricane safety.
- *General first aid.
- *Home security.
- *Lifestyle information about the area.

The need to provide more comprehensive services than just residential transactions prompted the Devers Delivers business model. It gives customers some necessary answers, professional guidance and service support that traditional commission focused realtors cannot and will not render. This benefits the marketplace by:

- *Educating clients and potential clients.
- *Answering the tough questions.
- *Compressing the time lags, facilitating smoother transactions.
- *Leading to more definitive move-in arrangements.
- *Offering guidance on neighborhoods, amenities and services.
- *Providing a quick reference point for all aspects of the process.
- *Providing the education to help prevent legal issues for both sellers and buyers.
- *Referral based business partners.
- *Mutual marketing.
- *Providing honest, ethical services, working to do the right thing for all parties and to avoid cheating one side or the other.

“People need help on the entire scope of life changes, not just the property,” Ms. Devers believes. “We fill the website with helpful community information, comparisons on schools, access to services and the other vital questions that buyers have posed.”

She has a most informative website, filled with features on such topics as:

- *From contract to close.
- *After closing.

What sets Devers Delivers apart? “I would say the ability to work in multiple areas inside the real estate industry. Many agents work in a specific area or a specific type of real estate. Devers Delivers, on the other hand works where ever their clients’ needs them, there are no boundaries, no minimums sales we work just as hard for a \$60,000 sale as a \$25,000,000 deal. Our clients range from single family pre-owned, new build, luxury, investment property, multi-family, land and industrial working each deal with the same passion and drive – although each type of deal has its own process.”

Giving back to community is a driving force. She has donated a portion of every commission to one of her favorite charities, F.A.I.T.H Fallen Heroes foundations, the Susan G. Komen Foundation and pet related charities. Jenna has volunteered with women’s organizations, homeless shelters and leadership initiatives for low-income families.

Why does Devers Delivers work this way? “95% of our business is referral based. Meaning when a luxury home buyer is happy with the service they received many times they will request Jenna and her team to look for investment properties or pre-owned buyers 7 years after their original purchase are ready to purchase a luxury home.



Jenna and Hailey are seen here with the rest of the family, "Pixie" and "Mitzi".

Why do you feel the concierge style of real estate works for you when so many agencies shy away from it? "I believe we live in a very litigious world, many of us want to sue or are afraid of being sued. I look at as – I am giving a reference and that's it. The only way a vendor is allowed on my "business partners, discounts, vendors" page is: 1. I myself have used the services and the vendor has done a superior job with customer service. 2. I have had at minimum 5 clients come to me with a very strong recommendation for a vendor and I then get additional references. 3. If I get complaints about any vendor on my business partner page – they are reviewed and if found to not meet the highest standards they are quickly removed."

"I grew up in military communities and realize the worth of shared experiences," Ms. Devers recalls. "Whether it is a corporate relocation, a military family placement or the dedication to a certain quality of community, people need to express themselves. As professionals, multi-faceted realtors help clients to prioritize, realize and actualize their dreams, from purchase through process through settling in."

When buying, selling, or renting a home, you want a professional that you can trust. Jenna offers the Commitment, Dedication and Performance that you can count on in today's challenging market. She services every aspect of the real estate spectrum, bringing in associates with special expertise. The many skills possessed by real estate agents are built upon the wide variety of successful backgrounds and experiences that they bring to clients. Jenna is known and respected for her knowledge, expertise and commitment to the communities, as well as success in the real estate marketplace. As a member of the National Association of Realtors®, she subscribes to their Code of Ethics, a set of values that guide us through every transaction.

But does Devers Deliver get anything in return for the referrals? "On occasion I will get a Starbucks gift card or the occasional lunch. Other than that not one dime, I feel it's unethical to take money for referring a service. I refer because it benefits my clients and not my pocket."

Why is the military so prominent on your website? "I'm very proud to say I was born into the military, both sides have every branch of the service, Husband Michael Army Paratrooper, Father in Law US Marine, twin uncles Air Force pilots Selfridge Air National Guard Base, Father Marine DI, Grandfather Navy, Uncle US Coast Guard just to name a few. I had a buzz cut at age 6 and sniper qualified at age 9. Serving the military is an honor for me. I feel it's the least I can do to take care of their family while they are putting themselves in harm's way to protect mine. Most Vet's using their benefit still are losing money because their agent doesn't understand what to look out for and what the law requires. I find savings on every purchase for my Vet's."

It is becoming increasingly rare to find an individual or organization that has not yet been required to team with others. Lone rangers and sole-source providers simply cannot succeed in competitive environments and global economies. Those who benefit from collaborations, rather than become the victim of them, will log the biggest successes in business years ahead.

"I studied total quality management," explains Ms. Devers, who holds a Green Belt in Six Sigma. "The relationship of each service to the other matters. Focusing upon needs and objectives results in helping clients through the unknown to desired success." Thus, the business was built on the formula, "Superior Service = Extraordinary Results." Superior Service is based on Character, Integrity, Professionalism, and a sincere desire to help you achieve your goals.

I see you have multiple charities, why so many? "When something touches you or your family it leaves a lasting impression. We have multiple military charities for obvious reasons, Sunshine Kids and Susan G. Komen due to cancer issues close to home. We feel no matter what you have without giving back you really have nothing."

This kind of collaborative services approach has worked well with the commercial real estate industry. I have seen this concept utilized by other industries, including energy, accounting, law, tourism, hospitality, manufacturing and technology, with great success.

"I love what I do, this is more than just a roof and 4 walls, it's a home for a family, newlyweds starting out, the baby's first Christmas, your kids graduation, that big promotion, the makings of your own business, your retreat, starting over, expanding a family, getting ready to make retirement your new job. All of these things encompass what i'm able to assist my clients achieve, it's not just an investment or wood and brick; its memories, heart and soul."

Jenna prides herself on going above and beyond client expectations. Her success is a combination of knowledge, expertise and years of experience. As a result of career and educational background, Jenna has

What is the MOST important “thing” when buying a home? First your clients need to completely trust you, your experience and your advice. This will take a huge burden from their shoulders. As a “Professional” my job is to make sure the home we find fits their needs, features, budget, requirements and the heart factor. The most important thing in my opinion is earning your clients trust and for the buyer I would say listen to your agent and allow them to assist.

acquired an understanding of local trends, pricing strategies and negotiating skills that are unmatched by most other real estate professionals.

Devers Delivers Business Take-Away Lessons:

- * Educated agents enable professionals to provide better service.
- * Succinct document presentation and execution benefits buyers and sellers.
- * Confirm every detail.
- * Provide more than just a service to buy or sell, a concierge for clients.
- * Easy access to true and up to date information.
- * Offer more than standard agents, with top-tier business partner advantages.
- * Provide service after the sale.
- * Think of the business opportunities that a team could have created.
- * Think of contracts that were awarded to others who exhibited a team approach.
- * Learn from industries where consortiums are the rule rather than the exception.
- * The marketplace is continually changing.
- * Subcontractor, supplier, support talent and vendor information can be shared.
- * Consortiums are inevitable. If we don't do it, others will beat us to it.
- * Utilize professional synergy to create opportunities that individuals could not.
- * Serve as a beacon for professionalism.
- * Provide access to experts otherwise not known to potential clients.
- * Through uncovered demands, develop programs and services to market needs.

Describe the philosophy or mantra of Devers Delivers? Help everyone and if you can't, find someone who can, no matter their price point. We believe in “how can I help you” rather than “what can you do for me” and when the time comes and you need our services 95% of all the calls, websites hits and emails requests eventually ask us to represent them. The response is unbelievable, we are truly very grateful for their loyalty.

What do you like most about your job? Handing our clients keys to their new home. That is one of the best feelings you can have.



PHOTO BY MIC HAELS PHOTOGRAPHY STUDIO

Jenna is so proud to support the military and has chosen to raise funds for her soldiers as her charity of choice. Jenna is seen here at a charity event with her husband Michael and one of her heroes, Lt. Col. Oliver North.

Steps in Purchasing A Home

1. Get Pre-Approved - this isn't the 15 min over the phone or on the Internet. qualification This means giving the lender back up data, W2's, bank statements, pay stubs, tax returns are examples of some of the items needed. Without getting a budget for your purchase or a date when you can purchase the rest of the process can be frustrating and upsetting to your family. This is a critical first step.
2. Interview agents - be sure to ask questions. Make sure you have a Real Estate Professional working for you full time and ready to get in there to find the best deals. If you had a car that needs work, would you go to a professional who works day in and day out on cars or someone who works on his own car part time when he can. Who is going to do a better job for you?
3. Listen to your Real Estate Professionals Advice. They are there to help you, they do it every day, they are up to date on the newest legal issues and contract changes. Your neighbor, family member and co-worker may have had challenges due to lack of communication, lack of experience from agents, challenges from the opposite side, title issues not to mention every deal is different. Focus on what is important, your goals, who is working with you to get it and keeping on track.
4. Be proactive to close. Keep up with all requests for information from all involved, lender, title, agent and inspector. Closing can be stalled or slowed down if you the Buyer or Seller don't proactively push to close.
5. Follow the steps
6. Close on your home.



Jenna takes great pride in ensuring her clients an on-time, stress free closing. She is seen here with her friends Liz Andrews and John McCormick at Declaration Title and one of her favorite loan officers, Aaron Kirschbaum of Envoy Mortgage.

TAKE AWAY NOTES

Jenna earned a green belt in Six sigma and has long been a student and devotee of quality. The concept of total quality management applies to every business and every customer relationship.

Quality is a mindset that permeates organizations from top-down as well as bottom-up. Quality entails four concepts:

- * Success is determined by conformity to requirements.
- * It is achieved through prevention, not appraisal. The quality audit by objective outside communications counsel is merely the beginning of a process.
- * The quality performance standard is zero defects. That means doing things correctly the first time, with out wasting counter-productive time in cleaning up mistakes.
- * Non-conformance is costly. Making-good efforts cost more on the back end than doing things right on the front end.

Empowerment of employees means they accept the challenges and consequences. They must view the company as a consumer would, being as discerning about buying their own services as they are about fine dinning, premium clothing, gifts for friends, a car or a home.

Greatness via competitiveness has many dimensions:

- * Production efficiency became America's focus by the 1950's.
- * Marketing's importance was fully embraced in the 1960's. Market-

ing departments deal most often and immediately with the side-effects of poor quality.

* The 1970's brought the first wave os strategic planning. Without mapping course, how can any organization reach a destination?

* The 1980's brought us the quality process... which is the bow that wraps a package containing the other three elements. At the start of the decade, many executives viewed the quality process with indifference or fear. By decade's end, virtually all (92%) agreed that the quality is the main prescription for survival.

Companies must place demands upon their own organizations to embrace customer service tenets. Satisfied customers talk to others... encouraging them to buy based upon quality of the company. Dissatisfied customers will aggressively discourage higher numbers of prospects from buying.

The mark of any professional is the manner in which he/she corrects mistakes. Most often, this means correcting misperceptions about company attitude, rather than condition of goods. The faster the correction, the better the level of satisfaction.

Greatness and quality are the sum of impressions made upon the customer. Especially during tough economic times, investment in a quality program is not costly. In the long-run, it pays. Anyone who is unwilling to spend for quality is hastening their company's decline.



Jenna Devers
Devers Delivers
"Buy Smart...Get More"
"Let Devers Deliver foy You!"

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