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For these women, success was a matter of
finding a career that truly challenged them.
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(left to right)
Alyce Walker, Connie Nuttall

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Three decades of experience taught these women that success is about getting back to the basics.

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Donna Harding and Alyce Walker know real estate inside and out. Both have been in the business more than thirty years with roles ranging from agent to owner. After building successful careers, as well as successful businesses, Donna and Alyce both decided to refocus on the part of their jobs that drew them to the industry

in the first place: helping their clients. Congratulations to Donna Harding and Alyce Walker, March winners of Crescent Communities' Gold Circle of Realtors® award.



OLD CIRCLE

Though at one time she had as many as 25 agents working for her, Donna Harding is now happy to call her company, Harding Real Estate, a small family business. "Now it's just my daughter, Sabrina, and I, and that's how I like it," she says with a smile. Donna made the decision to scale her business back so that she could serve her clients better. "What makes me thrive is my relationships with people." It's obvious that Donna loves her career, especially now that she spends the majority of her time fostering those client relationships. And getting back to the basics has made Donna one of the top Realtors around. "I have long standing relationships with my clients. I'm proud

Alyce Walker made a similar decision when she sold her real estate franchise and got back to working with clients full time. "I spent 15 years in management and discovered that I really like sales better. I missed

working with clients." A veteran agent of RE/MAX Executive Realty, Alyce says her job is really more about service than sales. "I listen carefully to my clients, learn what they want, and then I find it. I'm not satisfied until every question has been answered and every need has been filled." That determination has made Alyce one of the most successful Realtors in the area. "I stay in touch with my clients after the closing," she says. "We really become a part of each other's lives."

Through the years Alyce and Donna have often had the opportunity to work with Crescent Communities. "I love working with Crescent," Alyce says. "The sales people really go beyond the norm to assist you. Across the board, Crescent sets the standard for what a developer can do to work with agents." Donna echoes Alyce's comments. "They simply have beautiful communities and excellent sales associates."

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