

TOP AGENT MAGAZINE

KAREN CANNON

Achieving success as a REALTOR® often requires a variety of skill sets, and marketing is certainly one of them. In addition to her real estate acumen, Karen Cannon, owner and REALTOR® at Karen Cannon REALTORS® in Dunwoody, Georgia, has applied several marketing strategies to her business plan that have contributed to her success as a top agent in the area. The renowned REALTOR® and her team sold more than 100 homes last year alone and shares, “Our team uses several unique marketing strategies in our business approach. Last year, we developed a new company website that incorporates state-of-the-art and real-time real estate marketing tools to help consumers who are looking for homes. Our team also began creating 3D virtual tours of every listing and we are the only local broker offering this immersive feature to all of our clients. We made investments in technology and staff to leverage the 3D virtual tour capability. Our in-house Marketing Manager creates professionally designed marketing collateral to reach a vast client base through social media, real estate websites and traditional advertising. We advertise locally to attract buyers and sellers in the area, but our marketing has a much broader geographic reach.”



Not only does Karen excel at implementing marketing initiatives to advance her business, she also provides unparalleled customer service. Karen notes, “What sets us apart is the service and the results we provide. Our business employs a full-service concierge approach. We have a Marketing Manager, IT professional and even an Inspection Specialist on staff, which is an especially unique position in the industry. Our inspection specialist streamlines the process, saving time and money for our clients, as a result of more than 20 years of building experience. We will go to great lengths to get our clients to the closing table and provide comfort and confidence throughout the entire process.”

Active in the real estate industry for over 14 years, Karen leverages her previous corporate business background to enhance her company’s growth. She initially earned her license to help her husband, Anderson Cannon, who was investing in real estate properties. Thus, Karen Cannon, REALTORS® was born. Karen explains, “After getting my license, I sold a home in my neighborhood, and Anderson started working with me. He has a background in construction, and we paired our skills together. Through client referrals, our business grew rapidly, even during the downturn in the industry. Anderson is the Broker of the company, and I run sales and marketing. We have built a team that works together for the client, and it is that personalized attention, dedication and follow through that has made us so successful.”

Karen works with a variety of clients in Dunwoody, Sandy Springs and the Northern Atlanta area and has plans to advance the business further. She says, “We are expanding our company and continue to look for talented people to join our team.”

When Karen is not mentoring others in the real estate industry, she stays active in the community, spends time with family, travels and exercises. She shares, “We support the local community, businesses and schools. In addition, we contribute to organizations with missions we believe in like the Children’s Healthcare of Atlanta and the Dunwoody Chamber in Heels, which I chaired for three years. Our kids are involved in sports, so we also stay busy with softball, baseball and football games.” She adds, “My husband is a master griller, and we enjoy entertaining.”

For more information about Karen Cannon,
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