

featuredagent

magazine

*Emily
Walter*



Emily Walter

As all real estate professionals are aware, this business is about so much more than just buying and selling homes. It's about making connections — with your clients, with your peers, and within your community. Building these important relationships comes easy for Executive Broker/REALTOR® Emily Walter of RE/MAX Elite of Conway, Arkansas, and has helped her find great success along the way.

After obtaining a degree in Interior Design from the University of Central Arkansas, Emily went to work as a designer and visual merchandiser for a high-end furniture retailer, and later, worked for a major cell phone company. However, after experiencing two corporate buyouts, Emily knew this was not the path for her. “I got tired of the corporate life and I just knew there was something else out there for me,” she said. With her background in interior design and a passion for historical homes, Emily obtained her license in 2013, and quickly found the real estate industry to be a natural fit.

Currently assisting buyers and sellers in all of Central Arkansas, Emily especially enjoys working with first-time homebuyers and recently discovered a new niche finding short-term rental properties for her clients. Home to UCA, Central Baptist College and Hendrix College, Conway gets an influx of parents who prefer an AirBnB property over a hotel when coming to town to visit their college kids. Emily's extensive knowledge of the area along with her own experience in owning short-term rental properties is a huge asset to those who are looking to invest for themselves. “I know what to look for as far as what the traffic is like in certain areas, proximity to the highways, and how much they can expect to rent their property for,” Emily stated. “The market is amazing right now and I love that I get to be the matchmaker in finding the right home to fit my clients' needs.”

Emily likes to stress to clients and even newcomers to the business, that real estate isn't all glitz and glamour as it's often portrayed. It's important to find an agent who



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is well-rounded and experienced in all aspects of the business. “It’s not just a fun show you see on tv. There is so much more that goes into it and you have to find a REALTOR® who can analyze the market and strategize accordingly, as well as someone who knows the area well. I’ve become that local expert who can answer all your questions,” says Emily. That’s exactly who she set out to be and it’s exactly the reputation she’s earned.



So much so, that Emily estimates at least 98% of her business comes from referrals and repeat clients. It’s understandable that so many trust Emily with what is often one of the most important transactions of their life, in part because of the gold standard of service she provides her clients. “I offer a concierge service to all my clients whether they closed five days ago or five years ago. Just because we’re done at the closing table doesn’t mean you’re done with me! My clients know they can call me anytime for anything,” Emily says. “My slogan has become, ‘I’ve got a guy for that’ because I know the best of the best when it comes to any type of service you might need for your home. My connections have helped me become a leader in this business.”



Although Emily’s strong connection with her clients stems from her expertise, she is also part of a three person team called ‘The Emily Walter Team.’ After seeing her business grow each year, her husband, Jeremy, quit his job to help Emily with their marketing and short term



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rentals. With his degree in Graphic Design, it was the perfect fit. Jamie Hammond also joined the team at the end of 2021, and works alongside Emily with their buyers and sellers.

Like many busy REALTORS®, Emily doesn’t have a ton of spare time, but she does like to carve out time to stay active in her community. She teaches Sunday School to high schoolers, volunteers in her church’s food pantry at least once a month, and serves on the Board of Directors for the Conway Symphony Orchestra, as well as on the Historic District Commission for the city of Conway. Emily is most proud of her collaboration with the city to create an interactive walking tour where participants can learn about some of the most famous historic homes in the downtown area.

As far as what the future holds for Emily, she is intent on growing her team and her brand so she can continue helping clients achieve their dreams. “I don’t look at a home and see it as a paycheck. I see it as part of someone’s story. I believe certain homes were meant for certain people and I love being the matchmaker and taking them down the path to their perfect home. I get to be part of their story,” says Emily. “This is my passion ... my niche and it’s what I’ve always wanted.”

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