

TOP AGENT

MAGAZINE



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PERRY

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A fifth generation Jacksonville resident, Meshell Perry has a deep love for her town. “I was born and raised here, my daughter was born here and so was my granddaughter,” she explains. “So I just know this area really well.” When it came time to find a new career path, she decided to look into real estate. “I was in sales my entire life, but was looking for a change,” she says. “My daughter was also, so we both decided to get our real estate licenses.” Meshell quickly fell in love with it, and began pursuing it full-time in 2017. She prioritizes her customers’ needs and does everything possible to get them towards their goals.

Often referring to herself as MRS. BP, Meshell’s talent for what she does is unparalleled. “My husband is Brent Perry, but the individual letters in that name also represent my skills: Marketing, Renovation, Staging, Broker,

and Personal attention.” When hiring Meshell, buyers and sellers can rest assured they are working with a true professional. “I just do my best for everyone,” she says. “I always answer my phone, at any time of the day.”

Meshell guides each customer throughout the transaction, leaving no questions unanswered. “I’m honest, and I try to really hold people’s



hands and walk them from A to Z through the process.” This has resulted in a growing portion of her business deriving from repeats and referrals, as buyers and sellers truly appreciate the clarity during what can be a stressful time. By communicating frequently and making sure each customer is prepared for the next step, Meshell makes the process as easy as possible.

When it comes to advertising, Meshell also exceeds expectations, marketing her listings in various ways. “I post each property on the MLS, which syndicates out to hundreds of websites. I also do social media, Homesnap, and paid advertising on Google.” She is always thinking of creative ways to spread the word about her listings, which includes ads on navigation app Waze. “When someone comes to a stop sign or stop light, my house will pop up.” Meshell’s slogan and photo can be seen at two local CVS pharmacies as well.

After the transaction, customers leave glowing reviews about their time together. One recently said, “Meshell handled my requests professionally blended with a sense of humor, just the right mix to ease my mind. She did a wonderful job of getting the house on the market and fielding all the requests. Thank you for the effort and laughs! Keep up the great work! Gone in a day!”

Meshell plans to continue doing what she’s doing for as long as possible, as it has turned out to be a dream career for her. “I love helping people, it’s so fun to learn about their goals and accomplish them so they can move onto the next chapter of their lives.”



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