

# TOP AGENT

MAGAZINE

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Judy Stephens is a true renaissance woman: author, lecturer, musician and top-producing realtor, she brings a wealth of accumulated life experience to bear on her thriving business, creating a huge client base of satisfied San Diego-area buyers and sellers.

The owner and CEO of Starstruck Productions, a 27-year-old award-winning musical entertainment company, Judy and her late husband Bill began their journey in real estate almost thirteen years ago upon the recommendation of the realtor they were using to purchase their home. "He said to me, 'you should be a realtor,' and I thought, that's a good idea," she says. "So I studied for the test, passed, and signed up with my brokerage, Keller Williams. My husband, who had been a realtor in the past, quit his job and we ended up doing it together."

With a client base that consists almost entirely of repeat and referral business, Judy is clearly doing something right. "This year it's been absolutely phenomenal," she says. "Almost all my major leads were from past clients and my sphere of influence."

What keeps her clients coming back, she believes, "are my negotiation skills. I work really hard with the appraisers to help them see the value of the house. I always communicate to my clients the absolute truth. My husband also instilled trust with his honesty about a property, and a lot of people have told us that they wouldn't use anyone else. Things like communicating with the listing agent gives me an edge over a lot of agents who don't bother to call them, they just submit the offer. I'll talk to them on the phone quite extensively to make sure our offer is where they want it to be, and then I communicate that with the buyer to see if they want to go there, so that keeps it quite successful as a win-win on that end, too."

What sets Judy apart from her competitors is an understanding of different cultures, garnered by her experience of living in Asia

and Europe for twenty years, something that is of great benefit to the multi-cultural San Diego community. Additionally, her certification in neuro linguistic programming allows her to not only interpret non-verbal communications with her clients, it also allows her to teach these same skills to fellow realtors. "I give classes at my brokerage on how to convert people at open houses into clients using non-verbal techniques," she says.

A true survivor, Judy rallied after the devastating death of her husband two and half years ago by writing the book *Bounce Back: 12 Transforming Tales from The Resilient Realtor*, a guide to overcoming fear, loss and adversity through determination and courage. A review of the book by fellow Keller Williams Realtor and Education Coach Mark Kunce says, "*Bounce Back* illustrates through real estate stories how to transform the circumstances of life and become the hero of your own life. Very different from other "how to" books, Judy uses the potency of the question to activate your own personal thinking and resiliency."

An authentic people person, Judy finds great satisfaction in helping people achieve their dreams. "That moment when we close escrow, and I hand them the key to their new home and give them a welcome gift is just so precious to me. That is the greatest reward, knowing that I've helped them achieve and exceed their expectations."

Looking to the future, Judy plans to continue growing her Real Estate team, find additional time to promote her book and conduct presentations & workshops on resiliency. "The most important thing to me," she says, "is assisting people to transform their lives. By helping them buy a house, this transformation is a very tangible result. Mainly, I want people to overcome their circumstances, by understanding that they are not defined by these circumstances. My job on earth, I believe, is to bring you tools for resiliency. You will become able to do more in your life when setbacks and loss no longer stop you."



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