

A woman with blonde hair and glasses, wearing a white quilted jacket and blue jeans, stands smiling in front of a large yellow tracked excavator. The excavator's arm and tracks are visible behind her. The background shows trees and a clear sky.

TOP AGENT

MAGAZINE

JOANNE
HAMBERG-MAGURN



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Top Agent JoAnne Hamberg-Magurn ranks yearly in the top 1% to 3% of all Realtors® nationwide. In 1990, she opened the doors to the Real Estate Exchange, which sees between 75 and 80% repeat and referral clients.

JoAnne started her real estate career in 1985, and at the age of 21, she purchased and renovated her first multi-family home and resold it. After her first successful flip, she used the profit from that sale to purchase her primary residence in Lunenburg and then began to

expand her business horizons by obtaining her broker's license in both Massachusetts and New Hampshire. Today, JoAnne continues to rank yearly in the top 1% to 3% of all Realtors® nationwide. In 1990, she opened the doors to the Real Estate Exchange.



Celebrating just over 30-years in business, JoAnne's team has grown to include a director of operations, a transaction coordinator, a marketing director, and multiple real estate specialists. As a result of their outstanding customer service and attention to detail, the Real Estate Exchange sees between 75 and 80 percent repeat and referral clients.

JoAnne and her team's main focus is on tending to their clients' needs. They strive to stay connected with past clients, utilizing everything from direct mail and client care

events. In the past year alone, the Real Estate Exchange team has helped over 85 families with buying and selling properties. Their passion for helping clients and their impressive work ethic continues to help the company grow. "It's really amazing when you can actually help somebody purchase a home that they never thought was possible," JoAnne says.

Looking back over the years, JoAnne has seen how marketing has evolved in the digital age. "Back in the day," she

remembers, “The office I worked at had a single computer, one copy machine, and a typewriter. Information regarding listings for sale was only available in the MLS books.” Today, with an abundance of technology, the Real Estate Exchange team is able to promote listings on a wide variety of social media platforms, ranging from Facebook to LinkedIn, and all new listings are immediately uploaded on Zillow, Realtor.com and other realty websites.

JoAnne has purchased many properties over the years with her biggest investment being Woodland Estates. In 2005, she purchased Woodland Trailer Park (as it was originally

named) and after years of meeting with the engineers and the various building departments in the city of Fitchburg she was approved to expand and upgrade the community from 18 homes to 54 homes. After meeting with several contractors, JoAnne decided to take the project head on. With the help of her brother Jerry Jeffry, they started purchasing excavation equipment, hired several experienced operators, began the process of installing all new utilities and all the while replacing the older homes with new manufactured homes. Woodland Estates today is a growing 55 and older community and one of JoAnnes proudest accomplishments. Even during the





pandemic, JoAnne has seen many older clients looking to sell their multi-level home and find a fresh start at Woodland Estates. “I felt that we had more need for additional single level housing options for the adults reaching retirement so I was excited to be able to cater to this market. Being there and

helping with the home buying process is very rewarding.”

When she’s not working tirelessly for her clients, JoAnne cherishes any time spent with her family, together, they enjoy lakeside cookouts at their home and ski vacations to Colorado.



As for the future of the Real Estate Exchange, JoAnne says, “We are working hard to implement additional programs and improve our ability to help more people become homeowners.” JoAnne and her team hold weekly trainings to stay on the cutting edge of technology in marketing and continue to expand their listings.

Most importantly, JoAnne and her team strive to be the best hands-on resource for their clients, helping them through the important and sometimes stressful decision of buying or selling a home. “Our motto is ‘We’re the doorway to all your real estate needs,’ because we want everyone to know that we’re here for them.”



For more information about Real Estate Exchange, please call 978-582-4339 or 800-743-4680, or visit REE123.com or Woodlandstates55.com