

TOP AGENT MAGAZINE

Melissa Morrell BELIEVING THE BEST



Melissa Morrell lives her life by a certain set of principles. Whether she is with clients, serving her community or connecting with her family, Morrell lives each moment fully, knowing there is meaning in all things.

After 10 years in the marketing industry, Morrell entered real estate in 2003 with Prudential C. Dan Joyner, and found it to be a perfect fit. She focused on new construction with a custom home builder for five years

before returning to general brokerage, where she began working with every facet of home sales. “I believe it’s unwise to pigeonhole yourself,” she says. “I enjoy working with everyone, from 25-year-old first-time homebuyers to empty nesters.”

Like her clientele, Morrell’s inventory is diverse. While her average home sale hovers around the \$300,000 mark, she has sold homes ranging from \$85,000 into the millions. She believes all clients deserve the expertise of a quality agent, no matter how much cash is involved. Her attitude is mirrored in her success.

“It’s been amazing to see my client base continue to grow, even in this economy,” she says. “The business is out there. You just have to work hard to get it.” Morrell has branded herself as Greenville’s 24/7 agent, and has positioned herself as a Top Producer with Prudential C. Dan Joyner since 2003. For 2010 sales, she was ranked among the top 3 percent of Prudential agents nationwide and is on track to garner even higher honors for her 2011 achievements.

Morrell is cheerful, but always forthright, and when she comes across a question she can’t answer, she goes in search of the information.



She is truly a 24/7 REALTOR®, but also holds personal time sacred. She and her husband Tony have three children. She volunteers at the kids’ school, has taught fitness for 15 years and is involved in her church. On top of all this, she is a deeply devoted daughter.

Her mother, who has been a real estate agent since the 1980s, is battling stage IV breast and bone cancer. Since the diagnosis in 2008, Morrell has dedicated hundreds of hours to ending the disease. “I’m as passionate about my work with the Susan G. Komen Foundation as I am about my career,” she says. In 2009, she was the top fundraiser, and her involvement has increased every year since then. In 2011, she co-chaired the Mountains to the Midlands Susan G. Komen Race For The Cure and will again co-chair the 2012 local Race.

All of the people in Morrell’s life matter to her, and all of them need to be served. It’s a difficult balancing act, but somehow she manages. “You have to find those passions that really make you tick,” she says. “That’s what counts, and that’s what defines who you are.”

The rewards she seeks for these efforts are not monetary, but she has seen benefits nonetheless. In her work at the Y, at her children’s school and raising money to fight cancer, people have sought her out and became her clients. “I’m not putting it out there that I’m a REALTOR®, but it all comes full circle,” she says. With some thoughtful prioritization and small blessings in disguise, Morrell keeps moving forward, always with a smile on her face.

“At the end of day, it’s all about building long-term relationships, and if I’m lucky, friendships,” she says.

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