

LEANNA L. CHAVEZ

RESIDENTIAL REAL ESTATE PROFESSIONAL

Licensed in New Mexico and Arizona | eXp Realty | Albuquerque, New Mexico
(505) 507-4898 | chavezleanna@gmail.com | LeannaSellsHomes.com

PROFESSIONAL PROFILE

Accomplished and results-driven Residential Real Estate Professional with over 23 years of experience driving high-value transactions for buyers, sellers, and property investors across New Mexico and Arizona. Consistently ranked among the top 10% of regional agents, combining advanced market intelligence with a foundational background in professional residential property appraisal. Recognized expert in property valuation, competitive pricing strategy, client relationship management, and complex contract negotiation. Possesses a proven track record of sustaining high-volume performance, delivering exceptional client retention rates, and leveraging data-driven insights to maximize investment returns in shifting market climates.

SELECTED PERFORMANCE AND INVESTOR EXPERIENCE

- Successfully closed 95+ residential transactions totaling \$36.9M in aggregate sales volume over the most recent 5-year period, consistently outperforming local market benchmarks.
- Consistently generated over ~\$8M in annual sales volume through structured lead generation, targeted strategic marketing campaigns, and specialized investor advisory services.
- Cultivated an 85% referral-driven client base by delivering highly personalized transaction strategies, transparent end-to-end communication, and comprehensive post-closing client support.
- Managed multi-million dollar transaction portfolios spanning single-family residences, luxury estates, townhomes, condominiums, undeveloped land, and multi-family investment properties (\$89K to \$2.5M+ price spectrum).

PROFESSIONAL EXPERIENCE

eXp Realty | Albuquerque, NM | Residential Real Estate Professional | Current Brokerage | 2003-Present

Prior Affiliations: Realty ONE of New Mexico, Keller Williams Realty, Inc.

- Direct end-to-end transaction lifecycles for individual buyers, high-net-worth sellers, and institutional real estate investors, seamlessly orchestrating property valuation, marketing strategy, price negotiation, due diligence, and closing protocols.
- Perform comprehensive Comparative Market Analyses (CMAs) leveraging deep appraisal experience to establish defensible listing prices, optimize market positioning, and minimize days on market.
- Coordinate purchase contracts, legal disclosures, and timeline milestones among cross-functional partners including mortgage lenders, escrow agents, title officers, property inspectors, and appraisers.
- Design and execute tailored multi-channel marketing campaigns across digital, social media, and direct broker networks, driving property exposure and expanding client engagement by 40%.
- Lead high-stakes purchase agreement negotiations, inspection response resolutions, and appraisal contingency management to safeguard client equity and align with investment objectives.
- Spearhead targeted outreach initiatives and streamline administrative operations to maintain a robust sales pipeline, sustaining an ongoing average of 3 to 4 premier property closings per month.

David Baggerly and Associates | Albuquerque, NM | Residential Real Estate Appraiser | 2006-2014

- Executed rigorous single-family residential property inspections, evaluated micro-market developments, and authored detailed valuation reports for major lending institutions, appraisal management companies, and private clients.
- Maintained real estate sales databases, regional market analytics, and valuation models to identify pricing trends, market shifts, and deliver fully compliant, highly accurate appraisal documentation.
- Fostered collaborative partnerships with mortgage underwriting teams, credit unions, and industry professionals to ensure seamless communication during property valuation reviews.

CORE EXPERTISE

Residential Sales & Buyer Representation | Investment Portfolio Strategy & Advisory | Residential Property Valuation & Appraisal Analysis | Comparative Market Analysis (CMA) | Pricing & Market-Positioning Strategy | Complex Contract Negotiation & Deal Structuring | Strategic Lead Generation & Referral Networks | Client Education, Relationship & Retention Management | Digital & Social Media Marketing Campaigns | Regulatory Compliance & Due Diligence Management

EDUCATION, LICENSES & DEVELOPMENT

Bachelor of Science in Business Administration | University of New Mexico (2002)

Licensed Real Estate Agent (New Mexico & Arizona)

Professional Training: Ignite, BOLD, Tony Robbins Professional Development, Landmark Forum, Certified Barkan Hot Yoga Instructor