

New realty company focuses on right locations

► Helps people get their dream

By **JASON WHEELER**
Prescott Valley Tribune

Heads up house hunters and apartment acquirers, there's a new real estate business in Prescott Valley that's been open for a little about a month and a half. It's called WeLocate Real Estate.

Brokered by Jennie Shook, WeLocate has been open since April 27 and

has been in its location at 3050 Navajo Dr. Suite 103 for about three weeks. Shook said she has been in the real estate business for about 12 years and figured out that's what she wanted to do when moving to the area with her mother and were looking at a piece of land.

"We were in the real estate office and the realtor stepped out to do something and my mother said 'you should be a realtor,'" Shook said, mentioning

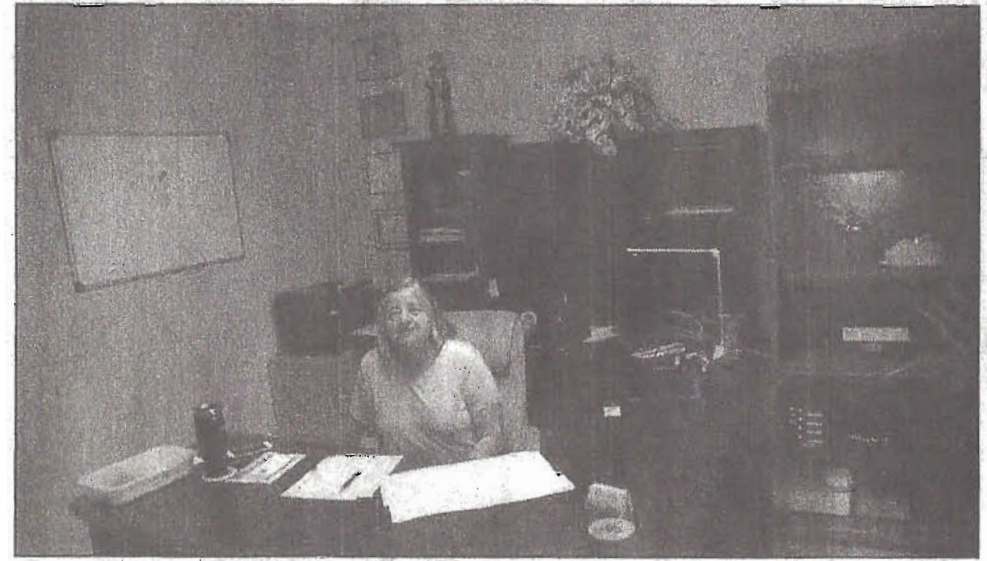
that she didn't think it was for her because she wasn't a salesperson. Her mother responded that "you don't have to be a sales person, you just have to listen to them and then find what they're looking for."

Shook worked for other real estate businesses before opening WeLocate as a broker has to be a realtor for three years prior to becoming a broker, she said. After three years as a realtor, she took her broker classes and became an associate broker.

Everywhere Shook goes, she finds herself in a leadership role as well, she said. When she worked for her last company, she was the broker for two and a half years before stepping down.

"I like mentoring people," she said. "I like being my own boss."

Figuring out the name WeLocate was tough as the idea was to find something different and unique, Shook said. She and her realtor, Helen



Jason Wheeler/Tribune

Jennie Shook, broker of WeLocate, enjoys finding people their dream location.

Ellis, came up with the name. It's not Relocate because they don't relocate people, instead they locate real estate for people or buyers or sellers, Shook said.

What separates WeLocate from other real estate agencies is the customer service, Shook said. Rather than being about the money, she's all about

helping people get their dream, she said.

Ellis spoke highly of Shook's capabilities as a broker.

"She knows what she's doing, she's been doing this for a long time," Ellis said. "She knows the area, all the areas, really well. She loves to help people."

WeLocate is doing a grand opening celebration

from 11 a.m. to 4 p.m. on Thursday, June 16 Shook said. There'll be food and some giveaways, such as a raffle every half hour. There'll also be a big raffle that people don't have to be present to win.

WeLocate can be reached at 928-458-9453.