

marlene NORCROSS

leading by learning

Written by: Dave Danielson | Photos by: URSPECIAL

IT'S SAID THAT THERE'S NO REPLACEMENT FOR THE POWER OF LIFELONG LEARNING ... THE ABILITY TO GAIN NEW KNOWLEDGE TO PROVIDE FRESH SOLUTIONS TO OTHERS.

Marlene Norcross carries that commitment to ongoing education with her.

GENUINE CARE MARLENE

As co-owner and REALTOR® with City Real Estate, Marlene leads the way for those around her ... and it's centered on a genuine desire for learning in its various forms.

"I'm a real people person. I like meeting new people and learning their stories and getting to know them. You learn a lot about people through the process," Marlene says.

"You find out about what drives them and about their family. I also really love the opportunity to help first-time homebuyers with teaching and coaching. I use those same skills to help clients to get through the pitfalls and find their homes. The excitement of finding that first home is awesome."

A REWARDING PATH

Marlene earned her real estate license four years ago. Before that, she found significant success in another career field.

As Marlene came of age, she graduated from TCU, and she entered the world of retail, where

she worked for Lord and Taylor, and Neiman Marcus, as a buyer.

From there, she continued taking new steps forward in her career, serving as a store manager for Saks Fifth Avenue overseeing their Austin and Houston flagship stores.

She also worked with Macy's, where she was a store manager and eventually elevated to become a district merchant manager for Indiana, as well as part of Illinois and Kentucky — over a 12-store footprint.

"My entire career was in the retail industry," she remembers.

TAKING A NEW DIRECTION

Marlene and her husband, Wayne, had discussed her plans beyond that world.

"Wayne had owned City Real Estate for over 30 years," she says.

"I didn't want to retire, so I decided to get my license. I had always helped him with the books for the business and administrative aspects, and then I got really serious about selling real estate."





EXCELLENCE THROUGH EXPERIENCE

As Marlene earned her license and dove into her new, official role as a REALTOR®, she found that her extensive background in sales and sales leadership provided her with the tools she needed to make a seamless transition into that new chapter of life.

Another trait that helped Marlene excel has been her competitive nature.

“Our brokerage has a lot of very successful agents. We are all very supportive of each other, and yet there is that very healthy competition that I think helps all of us,” she points out. “I look at my numbers every month to track my progress.”

SIGNS OF SUCCESS

Marlene has continued to build on her strengths while helping her clients achieve their dreams.

The results have been rewarding. In fact, in 2020, Marlene accounted for \$20 million in sales volume on about 65 transactions. In 2021, she added another \$17.5 million and 63 transactions to that.

FAMILY FOUNDATIONS

Away from her role as a real estate leader, Marlene’s world is made richer by her family, including her time spent with Wayne, as well as their son, Chase, and their daughter, Jame Swackhamer, along with their two grandchildren — Christian Norcross and Adalyn Swackhamer.

One of her favorite things is traveling together as a family each year.

Marlene takes great joy from her charity and community involvement.

She has served as program manager for the Rotary Club for the past two years. She’s also on the board for Ellis County Museum and is involved with the annual Gingerbread Home Tour.



Marlene and her husband, Wayne



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Hay Girl

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MAKING HER BEST EVEN BETTER

When you talk with Marlene, you immediately understand the qualities that allow her to guide and mentor those around her.

As she emphasizes, “In what I do I always want to be caring, supportive, and passionate about the people I work with ... and about their end goals.”

Congratulations to Marlene Norcross for the ongoing impact she has on the world around her.

Day-by-day, Marlene fully immerses herself in the stories and needs of those around her ... leading the way to results by learning about their needs.

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