

# Stephanie & James Crawford

## Nesting in Nashville

*Stephanie and James Crawford is the duo behind the Nesting In Nashville Team at Brokers Cooperative. They own the brokerage and thrive being a small office that can quickly pivot and adapt to the market. “We wanted more control over our destiny and we wanted more say in how our profits were invested and used. I didn’t think that we needed a fancy office in Green Hills, and I was right,” shares Stephanie.*

Before her career in real estate, Stephanie earned a degree in criminal justice but never used it. After college, she waitressed and bartended until 2003 when she decided to try her hand at flipping houses. She only flipped one house before deciding to focus on residential real estate. From an early age, James showed a lot of interest and talent in the arts. He still finds ways to use the talents. Before joining Stephanie in real estate, James worked as a professional musician and graphic designer.

Stephanie was diagnosed with Multiple Sclerosis (MS) in 2014, which led to James joining her in real estate. “We wanted to control our own

futures, and we knew the best way for us to do that would be to work together,” shares Stephanie. “We’ve arranged our business in a manner where James mainly works out in the field meeting with clients and vendors. I manage business, contracts, and marketing from our home office.”

MS is a difficult disease because it attacks each person in a different way. For Stephanie, the disease has greatly impacted her mobility. “MS is a complicated disease where plaques are formed in the brain and/or spinal cord. These plaques or lesions can disrupt the flow of information within the central nervous system. Symptoms can vary wildly from person

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to person depending on where plaques occur,” explains Stephanie. “Mine tend to be concentrated in my spinal column. As such, walking has become very challenging. I now use a variety of mobility devices including a zippy mobile electric wheelchair, which you’ll see me in at the association or other industry events.”

Stephanie doesn’t let MS stop her. While it has changed some of the way she does business, much of why she and James are successful is because of consistency. Early in her real estate career, Stephanie started a blog. She’s kept up with it for over 10 years and about half of their business comes from their web presence. “There are a million ways to run a real estate business. Find one that suits you and really dig in,” offers Stephanie and James.

When they aren’t working, you’ll most likely find Stephanie and James traveling or spending time

with friends. As for hobbies, James loves a single-malt scotch and is an avid tabletop game player. “He’s an unapologetic geek,” kids Stephanie. “As for my hobbies, I love going to concerts and exploring Nashville’s vibrant restaurant scene. Luckily, both of these activities are fully accessible to me.”

Stephanie and James have an impact on the real estate industry by raising the level of professionalism, finding new ways to be successful and giving their clients the best possible service. But more than that, they make the world a better place with their fun personalities, caring and giving hearts and unmatched ability to make people laugh.