

CHANEL WILSON

LEASING CONSULTANT || UC DENTON

B.A. IN ANTHROPOLOGY

CERTIFICATION IN APPLIED ANTHROPOLOGY

ANTHROPOLOGY IN REAL ESTATE

CULTURAL ANTHROPOLOGY

Culture is the key to understanding our diverse clientele. Approaching each prospect with culture and religious sensitivity allows for a safe environment for the client and the potential to secure a lead.

FIELD METHODS

Being Anthropologists, we are methodical in our attention to detail and the nuances of human behavior—these same efforts should be encouraged to better understand our real estate properties.

ON-THE-GROUND FIELDWORK

Before securing a lease, we conduct research (i.e. interviews to retrieve qualitative data) to see what prospects are looking for in their future homes.

BUILDING A CONNECTION

Through field research and interviewing our prospects, we can build a connection with them. This connection is nurtured throughout the application process and continues throughout their lease with us.

WHY ANTHROPOLOGY?

Having a background in Anthropology while working in real estate provides me the foundation to be able to relate, connect, and show appreciation for my client's (cultural) needs.

COME IN AND TOUR
WITH US!

LET'S CONNECT!

Chanel Wilson
ChanelWilson2@my.unt.edu
Add me on LinkedIn