

# TOP AGENT

MAGAZINE

Julie  
Hopkins





## Julie Hopkins

“I have met more amazing people through real estate than I thought possible,” says Julie Hopkins, ranked #1 individual agent at Keller Williams in Utah for both 2013 and 2014. It’s certainly understandable that Julie would meet fascinating people, working in the resort town of Park City and ski community of Deer Valley. However, it is saying a lot, considering Julie had spent over two decades in Corporate America, with an illustrious career culminating as the head of marketing for national companies including Mrs. Field’s Cookies, The Sharper Image and Park City Mountain Resort.

Responsible for hundreds of millions of dollars of revenue, while managing multi-million dollar marketing budgets and negotiating at the highest corporate levels, Julie recalls feeling like she had just had enough. “Here I was living in this beautiful resort town – a place where people vacation – and I was spending all of my time traveling and in board rooms. I



remember a friend at the time saying to me, ‘You look like 90 miles of bad road,’ Julie says with a chuckle. Burnt out and desperately wanting a break from the grind, Julie says, “I just quit. I figured I would consult.

My dad was mostly concerned that I was going to lose my health insurance,” she laughs.

That was years ago, and Julie has never looked back. It wasn’t long

after leaving the corporate world that she did receive a job offer requesting her marketing expertise. It was extended by Summit Sotheby’s Realty, and Julie accepted. However, Julie’s interest was piqued almost





immediately by the prospect of working directly with buyers and sellers to sell real estate, rather than only focusing on marketing.

“In Corporate America, I felt I had to suppress my personality. In real estate, you can be who you are. I had years of marketing and negotiation experience, so I knew how to market homes and how to serve clients at the highest level. And I was very

excited to be able to be myself,” she says honestly.

Her background coupled with an affable personality paid off not just for Julie, but for her clients as well. “Real estate is hard work, but it’s also a lot of fun. I think I work more hours in real estate, but they are happier hours. I love my clients, and I love being a part of their lives. I love introducing them to the 130+ years of history that

Park City boasts as a mining town. It makes our city unique from other ski towns,” she explains.

Julie’s appreciation of Park City and the greater Deer Valley is indeed palpable and easily seen through her devotion to the community. “I enjoy community service. I sit on a number of boards including the Park City Museum, Swaner Nature Preserve and Ballet West.” In the past, she’s

served on the board of the Park City Chamber of Commerce, the Park City Public Art Advisory and the Historic Main Street Alliance.

As one of the highest producing agents Park City, Julie has no plans to change much about the way she’s doing business. “My clients have become my friends. I’ve met so many incredible people. The homes I list sell because of the way I market





them. I'm readily available for my clients and I just love what I do. I get to bring my dog into my office, I never have to wear a suit, and I get to meet fascinating people from all over the world."

As for her incredible personal

success in real estate? Julie is candid when saying, "I believe you have to approach success with an air of humility. I believe in being humble, because the moment you become arrogant, things will crumble. I'm truly grateful for my career and for my clients."

For more information about Julie  
[www.jhparkcity.com](http://www.jhparkcity.com)  
435-901-0616 | [julie@jhparkcity.com](mailto:julie@jhparkcity.com)