

POWER COUPLE:

Local real estate managers Mickie & Alex Turner launch online business advice website

By Dean M. Shapiro

Buying rental property and properly managing it requires many skills, especially financial skills and people skills. It isn't for everybody - but for those who are into it and those who aspire to get into it, help is available to steer them along the path.

"Ask Mickie," a new website that is up and running to answer questions that property managers and aspiring property managers might have about the business, stands ready to help. The brainchild of a New Orleans-based power couple, Alex Turner and Laverne "Mickie" Jones-Turner, "Ask Mickie" is believed to be the first online forum of its kind in the New Orleans real estate market. It is described in its mission statement as "a service offering business confidence coaching, plus real estate consultancy, membership subscriptions and one-on-one coaching."

The "Ask Mickie" site is separate from the couple's Turner Property Group LLC's business website.

Alex and Mickie, Turner Property Group LLC's president and chief executive officer respectively, are well-qualified and well-positioned to offer "Ask Mickie" as a business service. Both of them have backgrounds in the hospitality industry and Mickie has a hospitality business management degree. They met in their native St. Louis, Missouri and have been married for 20 years and they have one son. They've been in the real estate business since their company was founded in 2009.





The Turner Property Group has licensed real estate agents and, according to their tally, they manage close to 300 residential properties in the New Orleans area and St. Louis, combined. Having arrived in New Orleans eight years ago, they have contracted, at an astounding rate, property management contracts for a portfolio valued at more than \$10 million.

Turner Property Group LLC is registered with the Louisiana Secretary of State as a woman-owned minority real estate consulting, development and management firm, based in New Orleans. A company fact sheet states that, "To our knowledge, there are no other women-owned minority firms operating in New Orleans at this level."

"One of the things we have found is that 'confidence' is a key element in running any successful business," Mickie stated. "'Ask Mickie' allows viewers, local or out-of-state, to engage in confidence coaching online where they can ask questions and get answers."

"Confidence coaching is where Mickie excels with real estate entrepreneurs who are scaling up, as well as those who are just starting in the business," Alex added.

In addition, "Ask Mickie" provides clients the opportunity to engage her as a lead speaker in real estate-related conferences. In this environment, she's live. This allows Mickie to

offer advice in a group environment, face-to-face. "This is another feature of our consulting services package," she explained.

Those who choose the consulting services – either for a single consultation or a series of consultations – can register on the site through a calendar scheduling function and set up scheduled times for those consultations. Prices are posted on the site. Consultations will take place over Zoom, or similar media, so that it can be conducted from any location worldwide.

Within the website is a subsection titled "Dear Mickie," modeled after the format of the popular, formerly syndicated "Dear Abby" advice column. This forum allows readers to ask questions about the business, to which Mickie will post her replies. These Q&A's are posted on the company's social media pages, including Instagram, Facebook, LinkedIn and the like. Names of those asking the questions can be anonymous unless they specify otherwise.

"We are really excited about this," Mickie said. "This will help our marketing and branding efforts and establish us as experts in the real estate management services arena."

Within the New Orleans community, the Turners are also committed to bettering the lives of those who want to live in affordable and desirable housing. As this interview was being conducted, Mickie had just returned from a meeting with officials at Odyssey House about a plan to place newly discharged clients in affordable housing units.

"I love what I do," Mickie enthusiastically stated. "I was talking with the director of a program at Odyssey House, brainstorming about an idea that would help individuals who are graduating from the program to find affordable housing without a big struggle. For instance, if an apartment is a thousand dollars a month, that might be too much for them to start off with. They're going to need a little help. So that's what I'm here for. I want to be able to help them get the housing they can afford."

"Along that line of thought," Alex interjected, "I'd like to add in here and – again, it speaks to Mickie's personality and her community involvement – in addition to dealing with agencies like Odyssey House, Mickie and her partner group



also deal with organizations like HANO, the New Orleans Women and Children Shelter, veterans organizations and others, trying to help people get into housing that's affordable to them."

And so this former St. Louis couple, who now call New Orleans home, attribute their success in the real estate and real estate management business to the love and respect they have for one another. This mixture of commitments allows them to share in their dedication to helping others in the field to succeed. The Turners are passionately committed to helping those in need, and particularly their adopted home city of New Orleans. At all times, but especially in these difficult times that we are going through, this level of dedication and commitment is widely needed and most gratefully appreciated.

To set up an appointment for a consultation on the "Ask Mickie" website go to www.askmickie.com and follow the directions. For other information call Turner Property Group LLC at 504-315-0114 or visit them online at www.turnerpropertygrp.com.

