



Jessica Cheng, 29

Marketing Manager

JULIA B. FEE SOTHEBY'S INTERNATIONAL REALTY, RYE BROKERAGE

In the competitive world of Westchester real estate, marketing is indispensable. Thankfully, Julia B. Fee Sotheby's International Realty has Jessica Cheng.

Cheng, 29, is the marketing manager at the firm's Rye brokerage, but the title doesn't do her justice. She has extensive experience in everything from social media and graphic design to branding and training.

Cheng's talents are on display at the popular @RyeNyHomes Instagram account, which showcases the region's poshest homes — from stunning interior shots to vistas on the Sound. "Agents around the world message me on Instagram about New York, expressing how they want to visit our office and how much they enjoy our office's social media designs and home photography," Cheng says.

The pandemic turned the real estate market upside down, but Cheng adapted with her signature prowess. "Many forms of advertising switched to a more digital route, but from my perspective, social media was one of the strongest forms of advertising for our agents," she explains.

During her time at the brokerage, Cheng has amassed impressive engagement numbers — the most important metric of all in the marketing world. "As an office, we experienced a significant, 38 percent increase in closed-dollar volume from 2018 to 2020," she explains. "In addition, on social media, our two corporate Instagram accounts now have an impressive 56,000 followers." —KZ