



and highly productive, all while seamlessly navigating the real estate waters.

“We continually out-produce larger teams,” he noted. “We run our team like a business, not a hobby.”

A large part of that success is also credited to the front office manager, Gayla Faelske. It is her job to maintain a consistent and open line of communication with clients, loan officers, banks, appraisers, title companies and all other individuals associated with each transaction.

“Gayla does a lot of the heavy lifting and helps to facilitate the transactions,” said Gresham, further emphasizing they are readily available to clients on a regular basis but they also take that mantra one step further by employing the team approach to each transaction.

“We assign at least two agents to work with clients, so that someone is always available,” stated Gresham. “When we speak with our clients, we make sure they understand the process.”

It’s clear that everyone on this team views his or her primary role as an educator, emphasizing the client’s knowledge and understanding of the entire transaction serves to mitigate stress. Further, these driven agents want their clients to feel as if they are an integral part of the process and not just directed to “sign here” or “initial this page.”

“We set the expectations for our clients at the very beginning,” explained Ashley Nicholas. “As a result, there are no surprises throughout the process and we do not put ourselves in a position to oversell or under-deliver.”

Under-delivering, however, is not something with which these agents are familiar, as they always position themselves to exceed

any and all expectations of the clients. Certainly, they set clear expectations at the beginning to ensure everyone is on the same page, but then they make each experience a real page-turner, as clients always get more than they expected.

In addition to setting clear expectations, The Gresham Group also sets ambitious goals for itself, and is on track to meet its \$60 million in sales target by year’s end. It’s the passion for the business that fuels this team’s ambitions.

“I love the variety of the business,” expressed Gresham, who effortlessly made the transition from solidor to Realtor because of his ability to adapt to a wide range of situations on a daily basis.

And Nicholas firmly agrees.

“Every transaction is completely different, and seeing clients’ reactions throughout the process when we not only deliver but exceed their expectations is extremely rewarding to us,” she said.



FOR MORE INFORMATION

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