

# TOP AGENT MAGAZINE

## BOB GRESHAM

After serving in the US Army, Bob Gresham began his career in real estate in Kansas City in 1995. It quickly became clear Bob was a natural for the industry, and he soon won multiple awards. He now leads The Gresham Group, a thriving team of eight agents supported by a full-time office manager and a full-time marketing and training director. He and his team are licensed in both Kansas and Missouri and serve the entire Kansas City Metro area, with an office in each state. "We do over 100 transactions on each side of the state line annually," he says. His team is currently in the Top 1% in the KC Metro area and the nation. "We are big enough that we can fill any clients need, be it for a luxury home or a first home. But we are small enough to stay deeply involved in our buyers' or sellers' success."

A staggering 70% of The Gresham Group's business comes from repeat and referral customers. What keeps their clients coming back and eager to spread the word to their friends and family? "Customer Service," Bob says. "Our tag line is: Your Home, Our Passion. Everyone on our team loves what they do. We are passionate about doing good business and providing excellent customer service." Bob and his team shine as true full-time professionals committed to their clients and their careers. Two agents work with every seller or buyer, ensuring clients receive quick responses every time they reach out. The members of The Gresham Group Team aren't just colleagues, they're also close friends with a great rapport. Their clients can feel they have the support of a solid team of people, not just one individual agent. The Gresham Group loves the work both because of their great colleagues and because of the clients they serve, who quickly become their friends as well.

To keep in touch with past clients, Bob and his team reach out via email, and send holiday cards and postcards. "Honestly, we just do



such a great job at the time we are working for them that they still remember us eight or ten years later when they are ready to buy or sell again," Bob says. "They remember how well we took care of them, and how we educated them during the process." Bob has a degree in Education, and he and his team act as educators eager to ensure each client fully understands every step of the process. This creates lasting loyalty. "Now that I've been in the business for over 20 years, I'm selling homes to the children of my first clients," he says with a smile.

How do Bob and his team market listings? "Every way imaginable," he says. They conduct social media campaigns, post each listing on multiple websites, and use "lead capturing" software to capture information on anyone who clicks on a listing. They also create high quality fliers and use "Text To" signs on each listing. "We always want to do everything one-step-better than other realtors," he says.

As an individual, Bob's favorite part of the job is creating opportunities for his team members and helping them become successful. As a team member, he loves helping clients achieve their goals of buying, selling, or building a home. With twelve years experience in the construction industry, he can also work with people through the process of building a custom, dream home.

To give back to the community, Bob and his team volunteer with Habitat for Humanity, building homes for underserved community members. The Gresham Group recently created a scholarship for the Alathae School District, and they also sponsor local recreational sports teams. In his cherished free time, Bob enjoys motorcycle riding, scuba diving and skydiving. For the future, he hopes to continue supporting his team, his clients, and his community. Now that's a worthy goal and one he's sure to achieve!



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