

# CELEBRATING EXCELLENCE

Insights from ERA Live Moore's Top-Producing Realtors.

With ERA Live Moore Leaders' Circle  
Honoree and Top Producer, Bob Bunzey.



LIVE MOORE

## **CELEBRATING EXCELLENCE: INSIGHTS FROM ERA LIVE MOORE'S TOP-PRODUCING REALTORS, FEATURING LEADERS' CIRCLE HONOREE AND TOP PRODUCER, BOB BUNZEY.**

At ERA Live Moore, we take pride in recognizing the outstanding achievements of our realtors, especially those who have made it to the prestigious Leaders' Circle in 2023. As part of our campaign, "ERA Live Moore Leaders' Circle Honorees Talk About Excellence in 2023," we've invited our top-producing Leaders' Circle REALTORS® to share their insights and strategies that have led them to success in the dynamic world of real estate.

Today, we're featuring the insights and excellence of Bob Bunzey, an annual fixture on Top Producer lists in Charlotte, NC, and nationwide top 1% of REALTORS®. Bob consistently appears on ERA's Leaders' Circle list of honorees recognizing top sales production in units and volume, and on top of all Bob's accolades, anyone who knows Bob can attest he is smart, kind, and one of the most genuine humans you can meet. Now let's hear how he defines excellence!

### **NAVIGATING CHALLENGES AND STRATEGIES FOR SUCCESS**

#### **Success Strategies: "What unique strategies or approaches have you adopted that contributed to your success in real estate throughout 2023?"**

[Bob] 2023 has produced some unique challenges with the scarcity of inventory. It has been a tough market for buyers, as there is a lot of competition for homes when they come on the market. When working with buyers, I work with them and their lender to make sure that they are 100% prepared to show their financial strengths when competing for a home. This may include being able to span a difference between the appraised price and the purchase price.

I also provide a deep dive into sales activity for the neighborhood/area to educate my buyers on market conditions and potential offer amounts and terms.

For sellers, it is always important to present their homes in the best way possible. One tactic I used this year is to leverage the ERA RealVitalize program to use up to \$20,000 to prepare their homes for the market. This can include repairs, painting, upfit (new lighting, carpets, etc.) and staging services. The program pays upfront for these services and it is reconciled at closing. Then price reasonably and get multiple offers over the ask price!

**MARKET INSIGHTS: "HOW HAVE YOU ADAPTED TO THE EVOLVING REAL ESTATE MARKET IN 2023, AND WHAT TRENDS DO YOU THINK WILL SHAPE THE INDUSTRY IN THE COMING YEAR?"**

[Bob] 2024 should be an interesting year. Inventory in our area will remain low. I expect interest rates to drop marginally to in the mid to high 6% range. Homeowners who are holding on to their historically low rate loans in the 3% range will be reluctant to move. We will continue to be creative in helping buyers with purchase terms. More effort will be towards helping buyers take advantage of new builds.

**CLIENT RELATIONSHIPS: "BUILDING AND MAINTAINING CLIENT RELATIONSHIPS IS KEY IN REAL ESTATE. CAN YOU SHARE AN EXAMPLE OF HOW YOU'VE GONE ABOVE AND BEYOND FOR A CLIENT AND WHAT IMPACT IT HAD?"**

[Bob] I had a widower listing client this year who had very little money, who very badly wanted to sell her home and move to the beach. Her home had previously been listed and didn't sell. The Masonite siding was visibly in very bad condition and the home needed to be painted inside and out – along with carpets. Unfortunately, at the price the home would sell for, she could not make the loan numbers work for a purchase at the beach. Step one was to find a lender who (with her low credit scores) would provide a reverse mortgage. I found a firm in New York who would work with her. Step two was to get her home presentable. I went through the ERA Revitalize program and got her \$20,000 to repair the siding, paint the exterior, and do some interior painting. I worked with her, the program, and several contractors to get the work done over a period of two months. She was older and couldn't handle very much herself. The story ended well. We got an offer above list price during the Coming Soon period and she was able to move to the beach after all!

**CAREER MILESTONES: "LOOKING BACK AT YOUR CAREER, WHAT DO YOU CONSIDER YOUR MOST SIGNIFICANT MILESTONE OR ACHIEVEMENT, AND WHAT LESSONS DID YOU LEARN FROM IT?"**

[Bob] I can't say that there is a singular milestone that is a capstone to my career. I make a point to learn from every transaction and every interaction – good or bad. I have had some pretty tough clients that I have been determined to handle in the best way possible – and grow from the situation. There is always a positive take-away!

## **ADVICE FOR ASPIRING AGENTS: "WHAT ADVICE WOULD YOU GIVE TO ASPIRING REAL ESTATE AGENTS WHO LOOK UP TO YOU AS A ROLE MODEL, ESPECIALLY IN THE CURRENT MARKET SCENARIO?"**

[Bob] Your responsiveness, constant communication, and knowledge will pay high dividends with your clients. Go the extra mile to first learn about your clients, their needs and wishes, and build strong relationships. Before I meet any client for the first time, I spend time researching their work history (LinkedIn), their company, social media etc. to help develop rapport – and show them that you are a go-getter!

### **KEY TAKEAWAYS**

**Bob's insights and comments can offer several valuable takeaways for other real estate professionals:**

- **Preparation and Strategy in Buyer Representation:** Bob emphasizes the importance of preparing buyers to showcase their financial strengths in a competitive market. This includes understanding the nuances of financing and being ready to cover any gaps between appraised and purchase prices. Bob also suggests providing in-depth market analysis to buyers, educating them about local sales activity, market conditions, and potential offer strategies.
- **Maximizing Seller Success:** For sellers, Bob highlights the effectiveness of presenting homes in their best possible light. He highlights his success using programs like ERA's RealVitalize, which offers up to \$20,000 for home preparation, including repairs, painting, and staging. This investment can lead to multiple offers over the asking price, benefiting the seller significantly.
- **Adapting to Market Changes:** Bob anticipates continued low inventory and slight shifts in interest rates in the coming year by being strategic, being creative and flexible with purchase terms, and expanding his services oversight by assisting buyers with new builds, and further adapting to the evolving market dynamics.
- **Having a Client-Centric Approach:** A notable example Bob provides is helping a widower with limited funds to sell her home and move to her desired location. He went the extra mile, securing financing options and utilizing ERA's Revitalize program for home improvements, demonstrating his commitment to fulfilling his client's needs.

- **Continuous Learning and a Positive Outlook:** Bob views each transaction and interaction as a learning opportunity, whether positive or challenging. He maintains a positive attitude and extracts valuable lessons from every experience.

- **Advice for Aspiring Agents:** Responsiveness, effective communication, and deep market knowledge are key. Bob advises new agents to thoroughly research their clients, understanding their backgrounds and preferences, to build strong, personalized relationships. (We think this is your key to differentiating yourself in the market in 2024!)

- **Building Rapport and Trust:** Going beyond basic client interactions to research their professional and social backgrounds can help in establishing rapport and demonstrating a proactive, client-focused approach. (Now is a great time to prepare for 2024! Enhance your CRMs, discover your niches, take the opportunities to gather insights and preferences from your clients.)

## **CONCLUSION**

The insights and experiences shared by Bob not only highlight his expertise but can also serve as an inspiration if you are a newer agent or just needing to refocus or hone your craft. Bob's dedication to excellence in the face of a constantly evolving market is a testament to the caliber of agent at ERA Live Moore.

***If you are an ERA Live Moore agent seeking one-on-one or group coaching opportunities, reach out to our VP of Growth, Flint Foley at [Flint.Foley@ERALiveMoore.com](mailto:Flint.Foley@ERALiveMoore.com).***

***Not an ERA Live Moore agent, but interested in taking your career to the next level by earning more, investing more, and living more? Reach out for a confidential conversation at [JoinUs@ERALiveMoore.com](mailto:JoinUs@ERALiveMoore.com).***

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