



# Top Real Estate Team

## THE GRESHAM GROUP

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If one thing remains consistently the same on Bob Gresham's daily agenda, it is the commitment to enthusiastically get up and go to work for his clients, making sure each transaction is unique and virtually stress-free. Because of his innate drive and passion for what he does, it is no surprise Gresham has aligned himself with some pretty heavy hitters in the real estate arena and has formed The Gresham Group with ReeceNichols, which has been recognized for over a decade as being in the top one percent of Realtors in the metro area. Additionally, this group stands at #20 in the state of Missouri. Certainly, The Gresham Group should be proud of its successes, but instead, the team defers the reasons for its success to the clients themselves.



"We have a strong base of loyal clients who continue to refer us to their family, friends and co-workers," expressed Ashley Nicholas, Licensed Real Estate Executive and Director of Marketing and Training for this dynamic and cohesive team.

Superior, professional and personal service is what sets this driven team apart from the pack. After Gresham served in the U.S.

Military, he put down roots in Kansas City and quickly realized his penchant for real estate, rapidly escalating in the ranks to become a top agent with JC Nichols Real Estate in 1996. Four years later, Gresham formed his own team, currently comprised of 13 members, and has not looked back since. With an experienced and equally enthusiastic team of full-time licensed Realtors, clients are assured a smooth transaction when buying or selling. Whether a first-time homebuyer, moving up or transitioning to the empty nest, The Gresham Group is the real estate team to trust, as transparency and honesty are truly instincts with this team.

At the helm, Gresham primarily oversees the day-to-day activities of the company, including business development. He has appreciable experience within the new homes and community marketing, as well, and his proven leadership skills acquired from his previous military experience certainly lend themselves to this field. Everyone on this team is fully-equipped with an arsenal of organizational tools that have become the hallmark of their ability to remain efficient, effective



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, Gayle 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 soldier 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.



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