



Top Real Estate Listing Group

THE HUFF GROUP

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By definition, a referral is a person recommended to someone or something. To carry that one step further, the referral of friends and family is considered one of the single greatest compliments given to an individual or business. It implies a sense of trust, reliability and honesty. Not easily given, referrals grow over time, as a business establishes its credibility, allowing customers to get to know them and feel comfortable with what the company does.

Introducing the Huff Group, a solid referral-based business, and for good reason. Ranked the #1 Keller Williams Group (Keller Realty Partners) in the five-state region, this dynamic team is responsible for helping to move nearly one family each day of the year. At the core of this team's business is its commitment to client satisfaction, which has been achieved by perfecting the real estate process while simultaneously partnering that with the Huff Group values.

"Our values are honesty, loyalty, transparency, and tenacity,"



expressed Founder and CEO Bryan Huff. "We consider relationships to be more important than transactions. Our primary source of new business is referrals, and we don't spend our time prospecting."

Instead, each member of the Huff Group focuses on doing everything they can to ensure their clients experience the best transaction possible, with professionalism — and a heaping helping of enthusiasm for what this team does — at the helm. More than just experienced Realtors, this team is comprised of seasoned professionals, each with a decided specialty in different aspects of the business. This translates to essentially a well-oiled machine that takes the time to consider every detail of each transaction.

Huff and his accomplished team bring to the table in excess of 54 years of combined experience, which translates to finding the right home for each and every client, no exceptions. The Huff



Group is known city-wide for its motivation, determination and passion for what it does. To that end, this group has developed the Client Care Team, which consists of a Listing Coordinator, Transaction Coordinator, Call Specialist and Business Manager, each one fully equipped with a solid skill set coupled with an unwavering commitment to ensure the best real estate experience possible.

"Each team member specializes in a different aspect of the real estate transaction, ensuring fast service with no detail going unnoticed," emphasized Huff. "Our clients come first and the statistics speak for themselves. What differentiates us is that we are a referral based business. Our production is dependent on our past clients and current data base. As a result of our dedication to our clients, they are fully confident in referring friends, family and co-workers to us."

As a result of this sustaining leadership model, the Huff Group is able to fully focus the majority of its efforts on servicing both current and past clients, rather than spending time searching for new business. Huff takes the lead working first hand with all sellers. He has built a group around his personal core values of authentic communication and superior customer service.

"We maintain constant contact with current and past clients making sure they stay on top of real estate market," noted Cristy Huff, Huff's wife and Business Manager, overseeing daily operations and holding the listing team accountable. Other key members on the team include buyers' agents Beverly Huff (Huff's mom), Jared Owen, Jake Stallman, Michelle Campbell and Dan Foster. Also contributing phenomenal talent to the team are Kevin Brannon,

listing coordinator; Robin Krieger, listing specialist; and Jackie Lennon, transaction coordinator. Clients also enjoy professional staging and photography, along with internet exposure and print advertising to ensure their listing will be exposed to the maximum number of potential buyers.

In addition to working directly with clients, Huff also runs a local mastermind training course for rookie Real Estate agents. He also serves on the board of a local non-profit, the Blue Door Project, which is a group dedicated to invest in the youth of the surrounding community.

No matter what they do, the Huff Group always exceeds expectations. Ensuring each client's interests and remaining a trustworthy advocate, loyalty is the fuel that runs this efficient business machine.

"It is our job to work our hardest to help you buy or sell a home," stated

Huff. "We do everything we can to serve you. We understand we have to earn your trust, especially when working with one of your most financially significant assets. That is why we are always honest and actively work to protect your personal and financial goals." ■



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