



# Innovative Real Estate Team

## BRENT SLEDD

SPONSORED CONTENT

When you ask real estate agent at ReeceNichols/Rob Ellerman Team Brent Sledd how many hours a week he works, don't be surprised if he matter-of-factly replies, "Zero." In all honesty, this in-demand agent, who has 36 years of experience in the industry, will confess he has never worked a day in his life when it comes to his successful career as an award-winning real estate agent in the metro area. There is a big difference between getting up and reporting to a job every day versus awakening every day to the idea that you will make a positive impact in someone's life.

"This is not a job for me," expressed Sledd, who cannot believe he actually makes a living doing what he does every day. "I get to spend my days making a difference in people's lives. That is not work to me. I jokingly call it a paid social life." So, technically, Sledd does not work, but he does embrace a positive lifestyle that puts him in the rather enviable position of being a leader, educator, coach and facilitator for people who are in a place of transition in their lives.

"Whether they are buying or selling a home and whether it is big or small, I always go above and beyond for each and every client to ensure they get what they want," emphasized Sledd.

That attitude of extreme service has elevated Sledd to consistently remain in the Top 25 of the 9,600+ Realtors in the metro area. In 2014, Sledd was honored as Realtor/Salesperson of the Year out of all the Realtors in the Kansas City metro area. Last year, Sledd completed 80 transactions and had \$28 million in sales. This year he is on track for the same. Impressive as that is, Sledd does not necessarily refer to himself as a salesperson.

"I truly care about people," he reflected. "I am not a salesman, nor do I put any pressure on my clients. I am there to give them enough facts and opinions to help them to make a good decision. Nobody wants to feel like they've been sold. This is a team effort and we all have the same ultimate goal. This is an exciting time in their lives and it doesn't have to be a stressful experience. I assure them we will have a lot of fun along the way."

The key to his success lies in his approach to his craft, which is fueled by one ambitious process: the art of innovation. Not to be confused with the application of the latest in technology, Sledd upholds the true definition of innovation in that he brings new and original insight to each transaction, providing a service that meets and exceeds his clients' expectations each and every time.

While certainly there are many agents in the metro area who are



*2014 Realtor/Salesperson of the Year in Kansas City*

knowledgeable about the market and can readily pontificate the latest facts and figures, Sledd presents with more of an innate and intuitive dialogue that makes it easy to believe he knows the market just as well as – if not better than – most anyone else. Using that knowledge, Sledd applies it in a face-to-face format, embracing old-fashioned values and instilling unwavering belief in his clients, leading from the position of making them his top priority instead of himself. No matter how many buyers and sellers he is working with at any given time, he wants to make sure each of them feels like the only one.

"Honesty," stated Sledd, referring to the key ingredient in his approach. "I share the facts and the figures. I tell the good, the bad and the ugly and allow my clients to decide what they want to do. I don't want there to be any surprises, so I make sure they are super-informed before making any decision. For example, if there is a railroad or highway close by, I let them know but then let them decide what's a big deal to them. One of the reasons to hire a good agent is to eliminate the element of surprise."

That same ability to coach his clients readily transitions to the 16 agents (and counting!) Sledd currently oversees on his team.

"I can teach anyone to be a real estate agent," he noted. "If someone is analytical, good with people and has some ability to sell, I can help them become successful in this business. I hire both new and experienced agents and enjoy helping them grow their business."

Sledd admits the industry can be a chaotic one, but he relies on his own proven methodologies for keeping things balanced and in

check, ensuring stress never enters into the equation. He frequently shares his philosophy with others, saying "stress is a choice."

"I am efficient and productive. I have drive and passion. I have the ability to find what people want. I also have a fantastic assistant," he smiled. And in the 36 years, he has been in the business, Sledd admitted he has never experienced a down season, emerging relatively unscratched year after year, riding the wave of continued growth of his business and the expansion of his team.

Licensed in both Kansas and Missouri, Sledd stands at the ready to serve clients on both sides of the state line.

"Whoever calls, that is where I'll go," he stated.

In addition to ensuring a positive customer experience for all of his clients, Sledd serves on various industry committees, including the Board of Realtors and on the REALTORS® Political Action Committee. ■



FOR MORE INFORMATION

913.558.5858  
BrentSledd.com