



Top Hometown Team

DAN & BRENDA VICK

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Dan Vick describes the successful real estate business he shares with his wife Brenda as “partners in business, partners in life.” Whereas some married couples might not make for compatible co-workers, Dan and Brenda have a unique way of making it all work. First of all, they clearly enjoy one another’s company, and, yes, they are the type of couple who can readily finish one another’s sentences and seem to know what the other is thinking before words give meaning to their thoughts. But more than that, they both share a passion for being of service to others. Their friendly and approachable presence makes it easy to feel right at home with them. While they are certainly independent, engaging and fulfilled in who they are individually, it is when they are together that proves a lasting business partnership built upon the foundation of friendship makes for a winning model. Welcome to The Vick Team, award-winning real estate agents with RE/MAX Results, serving Kansas City North, Clay County and Platte County.



This year marks an amazing event for Dan, as it is the celebration of his 40th year in the industry, and it is through the past four decades Dan has learned so much and witnessed so many incredible changes that have inspired him and Brenda to develop, change and adapt in order to push through and rise to the top

through each change, no matter how big or small. Success seems to come naturally to this team, as they are recognized as one of the number one real estate teams in Kansas City. RE/MAX Results is the most productive office in Platte County in terms of total volume and transactions. Working together, Dan and Brenda are the top team in the office, which is home to an additional 48 agents.

“We definitely don’t let the market pass us by,” reflected Dan. “We continue to adapt and learn and listen to what customers want.”

With all of these years of experience in real estate, the last 35 of which have been with RE/MAX, Dan brings an incredible amount of industry knowledge and expertise to the table. Dan created a business plan and stuck to it. He also understood he would have to adapt and implement new strategies and ways of thinking as the tides of change over the years brought market ups and downs; new trends and ideas; and the inevitable incorporation of technology and how that alone has greatly impacted

the way business is done.

Further, Dan is a people person and can relate to others on a variety of levels, particularly at this point in his life, as he, too, has experienced many of the same trials and tribulations in life as they have. For Dan, kindness, compassion and understanding are genuine instincts. He doesn’t just help clients transition to a new



home; he assists them in their journey to a new chapter in life, more with the trusted support of a loving friend as opposed to a business person focused on closing the deal. Throughout the years, Dan has seen much change, but what hasn’t changed is his commitment to honoring his clients with honesty, knowledge, wisdom and guidance.

“A lot has changed since I first started,” he reflected. “In the past, agents primarily controlled most of their information. The customer service element was not what it is today. Now, it is more about creating a great experience for the client. It is not about closings and commissions; it is about taking care of your clients’ needs, and in doing that, your business takes care of itself.”

Additionally, the advances in technology have added more momentum to the activity.

“Ten years ago, you could look at a house and maybe think about it for weeks,” noted Dan. “Before all of this technology, we would take one black and white Polaroid of each listing and submit it to MLS, and from there it took about two weeks before it was published, and real estate agents were the only ones who saw the photos. Today, we can load 100 photos which are published in a few minutes online and seen worldwide. Then, add in the component of social media and billions have access to this information. This has definitely impacted the acceleration of transactions, with clients often getting offers within hours of those postings.”

“Ninety percent of buyers start their search for a home online now, and it is our job to stay on top of that dynamic,” noted Dan. To that end, their listings are highly visible on Zillow, Trulia and

Homes.com and also use the latest digital technologies such as DotLoop and social media platforms that include Facebook, LinkedIn, Pinterest, Google+ and Instagram. Their goal is to help clients achieve their own goals.

This dynamic duo never seems to lose any traction, but what truly keeps them on point is that each one gives the other the complete freedom to shine in the spotlight.

“With Brenda’s past experience in IT and her phenomenal organizational skills, she has taken the services we provide to a much higher level now,” noted Dan. “And she really helps me to not let things fall through the cracks. Because of her efforts, we have highly efficient systems in place that allow us to excel with each transaction.”

The Vicks simply do business on a different scale, and strong word-of-mouth is their single best form of advertisement. Brenda strongly credits Dan for his business prowess in that regard.

“When I started working with Dan, I learned right away he was exceptional at his profession,” she reflected. “Whether we are working with first time home buyers or customers buying their sixth home, he explains the process thoroughly so there are no surprises. He has also earned the respect of clients, friends and colleagues, in large part due to how he treats others and the honesty, integrity and ethics he embraces. Plus, he has fun! He works hard but plays just as hard and always has time for a good story, a laugh and celebrating the successes of others.” ■



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