



Commercial heavy hitters trade up to KW Commercial

By Jennifer LeClaire

Tony Solomon needed a change.

Even though he's ranked in the top 2 percent of commercial real estate agents for most of his career and has won just about every top production award his former brokerage had to offer – Solomon felt like something was missing. So he reached out to KW Commercial to see how the fledgling division might satisfy his craving for a culture of growth.

He held discussions with several major commercial brokerages before he and his six-member team settled on KW Commercial seven months ago, and he offers a laundry list of reasons for ultimately choosing Keller Williams Realty, including an open culture with a spirit of cooperation between brokers in Santa Monica and across the country.

KW Commercial, he explains, isn't leaving brokers to fend for themselves in a tough real estate climate. "From top to bottom, Keller Williams management and brokers are banding together in a unified front determined to see the entire company grow in a down market.

"For a commercial agent who lives in the big city, it's a tough time. There's a lot of tough deals out there," Solomon says. "It's easy to lose faith in people. I took a leap of faith when I came here, and it took me a little while to realize that Keller Williams Realty actually lives by a giving-and-sharing philosophy from the team leaders to the operating principals to the senior executive team."

As a member of the Commercial Leadership Council (CLC), Solomon is involved in helping steer the direction of KW Commercial. He's also actively working with ambitious residential agents who want to learn how to leverage referrals.

"California has a history of rebounding stronger than almost any other place. We're working together to prepare for the future," says Solomon. "There is a great opportunity to get into commercial real estate over the next number of years, and it's refreshing to have the opportunity to help Keller Williams associates throughout North America."

As a multifamily specialist – multifamily transactions have made up about 70 percent of his transaction volume over the course of his career – Solomon is leveraging the support from KW Commercial to expand his focus to other sectors, such as retail centers and office buildings. Indeed, the KW Commercial training platform was a key factor in his decision to join forces.

"An old dog can always learn new tricks. There is always something worth picking up even if you've been in the business forever," Solomon says. "If I have a question about something, I get on the phone or get involved in a Webinar. That's very refreshing."

"I see a lot of unhappy brokers who are beating their heads against the wall of traditionalism with a tremendous drag on their net commission," Solomon says. "They have no say in the direction of the company and services are being cut back. Keller Williams is in a great position to capture quality senior agents, and bring up junior agents and residential agents that want to break into commercial."

His advice to agents considering a leap into commercial real estate: talk to a CLC member in the market area and ask them about the day-to-day experience of a commercial real estate agent.

"We're shaping the future of the company now. It's a great time to get on board." **kw**



Photo by: Ron Murray

Tony Solomon