

S U C C E S S UNLEASHED

JOINING A GROWING CULTURE OF LIKE-MINDED PROFESSIONALS, REAGAN DIXON
LAUNCHES A PLAN TO SHARE LEADERSHIP AND SUCCESS STRATEGIES

By Jennifer LeClaire

Reagan Dixon has two great loves: people and commercial real estate. Now, he's pursuing both as he moves into a consultative role with KW Commercial.

A 40-year commercial real estate veteran, Dixon has joined forces with Keller Williams Realty to mentor commercial brokers who can benefit from his vast industry experience, which includes more than 30 years as a broker and manager for major, national commercial brokerage firms, and eight years as an independent management and sales consultant.

Having served quite successfully as a broker, a manager and a consultant, Dixon emphasizes that the latter has proven to be his favorite role. "I feel most gifted in mentoring commercial real estate brokers. I can help them make more money, and I like to help people."

HEAVY HITTER

Over the course of Dixon's career, he's racked up untold awards and honors. He was the top producer with Merrill Lynch's Dallas office in 1982, 1983 and 1984, and was the firm's top producer nationwide in 1983. As a manager at Cushman & Wakefield, Dixon was recognized locally and nationally for his management ability and increasing the revenue and profit for six consecutive years. He won Cushman & Wakefield's national Branch Manager of the Year Award in 1994, and received the company's prestigious People's Choice Award in 1998 for being the most admired manager in the country.

The list of industry accolades goes on. In 2000, the *Dallas Business Journal* put Dixon in the spotlight, giving him the Mentor Award for his guidance, encouragement and inspiration to the real estate community, and in 2009, the North Texas Commercial Association of REALTORS® gave him the McCauley Lifetime Achievement Award. He is the founder and first president of the Land Council of North Texas; the founder of Manager's Forum, a group of top managers of commercial real estate firms in Dallas;

and he was one of the charter members of the Board of Directors of The Real Estate Council.

NEW FRONTIER

"What really excites me is seeing somebody getting better at what they do, either by making more money, by having better relationships with their families, or by being better equipped to financially plan their lives," says Dixon. "When I see my clients growing in any of those areas, I feel like I am making a difference."

Now, Dixon wants to make a difference for KW Commercial's growing number of commercial brokers.

"I appreciate the KW Commercial model. Its time has come," Dixon says. "Keller Williams can provide all the services the established companies do, and the cap and commission structure are a major draw. But the people are the bigger reason I signed on. I was interested in being associated with Keller Williams Realty."

After Dixon met the likes of **Buddy Norman**, president of KW Commercial, as well as **Mo Anderson**, **Mark Willis** and **Mary Tennant** (Keller Williams Realty's vice chairman, CEO and president), he was convinced he wanted to work with the company's growing commercial division. Dixon agrees and lives by the corporate philosophy of God and family first, and then business, and appreciates the company's culture.

"This is going to be good for me and good for the company. I look forward to being an asset to KW Commercial," Dixon says. **kw**



Reagan Dixon



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