

WHAT'S HOLDING YOU BACK?

BY CLIFF FLOYD



professional profile

Everyone remembers their favorite teacher. Seldom the easiest, they brought enthusiasm, knowledge and patience to the task. Above all, they wanted you to succeed.

So it is with David Painter, chairman of the Training Committee for Greenville's Keller Williams Realty.

David is the go-to guy for mentoring new agents just out of real estate school or agents who have not been able to find success and meet their goals.

Mark Hoagland, a former corporate professional of 27 years, is one example of David's influence. "David is selfless and is dedicated to helping new agents become successful," he says. "He brings a great deal of experience to bear because he's been in our position before and has a very caring and encouraging approach. He's a very effective trainer in the classroom."

Beyond the classroom, David's finest skills may be as a motivator. "Early in my career, my first huge deal came apart. To say the least, I was extremely upset," Mark says. "David helped me get through it. He called on his experience and convinced me to just cut it loose and move on. If not for that, I would probably have given up the career. It was a watershed event for me."

A lifelong resident of the Upstate, David has been a licensed REALTOR® since 1992. His entire career had been with Salle' Realty, until April 2003, when they were acquired by Keller Williams Realty.

David has certainly bought into the Keller Williams' philosophy, primarily because of the emphasis placed on training. "Because of Keller Williams, I have found one of my passions, which is training. Find your passion and you'll find some level of success." Under KW, David has been the company's top individual producer two of the past three years. He also has been the recipient of the Culture Award for two consecutive years. Voted on by his peers, this award goes to the individual that best exemplifies the company's core values. "I'm a firm believer that you're measured by what you do for others, not how many houses you sell," explains David.

David helps impart Keller Williams' learning-based philosophy. "It's not about selling houses; houses sell themselves. It's not about experience. If it were, newer agents wouldn't stand a chance. It's about building relationships. Relationships are what sells," he says.

Ever present in the classroom, David is constantly training agents. Last fall he formed a mentoring group. "I had a notion I could assemble a select group of agents and impart some of the basic real estate fundamentals, but most of all, get them believing in themselves," he says. "Attitude is everything. You can't sell it if you don't believe it."

According to Cyndie Harrell, a Keller Williams REALTOR®, David kept her from quitting the business. "He has absolutely been my mentor. David always has time for you. If you need anything, he's there. He's a calming and uplifting spirit in this office."

David remembers all too well his humble beginnings. "When I first started, it wasn't about service, it was about the sale. Today I try and focus on helping agents not make the same mistakes that I made early in my career." He goes on to say, "It's because of the character of people who have helped me along the way that I am able to give back today."

Whatever recognition he's received is kept in proper perspective. "Being recognized by my peers is certainly an honor, but nothing has been more gratifying than watching the progression of my mentoring group," says David.

At KW, a strong emphasis is placed on teamwork. "I believe in leading by example, but your words and your actions have to match up, he says. If you embrace our concept of a Win-Win or No Deal attitude, we can get you to the next level." ★



DAVID PAINTER MENTOR AND MOTIVATOR

To contact David about training or becoming a member of the KW team, please call or email.

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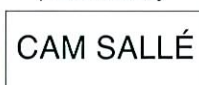
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- CHAIRMAN OF TRAINING COMMITTEE



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