

INDUSTRY ICONS ON A NEW PATH

IN SEARCH OF “SOMETHING MORE”

By Jennifer LeClaire

Adam Hergenrother's career trajectory seems headed for the stratosphere. At the age of 28, the Vermont REALTOR® has managed to double his production every year since he entered the real estate industry in 2007. Closing 100 transactions to the tune of \$25 million last year, he left RE/MAX at the start of 2010 to open Keller Williams Realty's first market center in Vermont.

As operating principal of the new Green Mountain market center, he anticipates production exceeding \$250 million this year.

“I had good success at RE/MAX, but I knew there was something more,” says Hergenrother. “Keller Williams was it. The profit sharing, the passive income, the training and the willingness to share information makes for a great culture.”

Hergenrother came to the real estate industry from the financial services world. Formerly a financial controller, he believes his background in finance, marketing and negotiation serves as a strong backdrop for real estate sales.

His passion for pushing himself to the next level makes him a great fit for Keller Williams Realty.

Despite his rapid-fire success in real estate, he explains that got boring. “I needed a challenge. I'm the type of individual who thrives and is less stressed-out when I'm in stressful situations. Doing nothing stresses me out more,” Hergenrother says.

“Keller Williams gave me the opportunity to grow every avenue I can. My goal is for my team to close 200 transactions this year. My strategy is education and mindset.”

Hergenrother doesn't believe in reinventing the wheel. He believes in learning how the wheel works and rolling it toward success. He goes to conferences, listens, learns, and returns home to implement concepts he thinks will drive sales in his local market.

He's determined to succeed. “I have developed a mindset to persevere. It's just pure drive,” Hergenrother says. “There is no way I am going to let anything stop me. That's my mindset.”

His advice to other agents? “Get a business plan. Track the results of your efforts. Work on prospecting.



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Use scripts, dialogues and role-play to gain the confidence you need to deal with objections, get the listing and close the deal.”

But ultimately, it all comes down to lead generation. “You can have the best systems, the best closing coordinator, the best follow-up program and the best branded site,” Hergenrother says. “But if you don’t have any leads, none of that makes any difference. Get the leads.”

AT THE TOP OF HIS GAME

What prompts a 21-year RE/MAX veteran at the very top of his game to switch allegiances and sign on with Keller Williams Realty?

For **Steve Peroff** and his five-agent team, who recently joined the Newmarket/Aurora market center in Toronto, “it all came down to profit sharing, education and the opportunity to work with like-minded people.”

Having been named among the top 100 RE/MAX agents in Canada for 11 consecutive years and consistently ranking as one of the top 50 real estate agents in the Toronto Real Estate Board, Peroff says, “I don’t take change lightly.” But the Newmarket/Aurora market center proved to be a move worth making.

“Real estate can be a very lonely business – and very competitive. Even though you work under the same roof with agents, you are always competing with them.”

Peroff sees the Keller Williams model as one whose time has come. Keller Williams Realty, he explains, offers him the freedom to be an entrepreneur, the chance to find work-life balance and the opportunity to generate passive income. If he had joined Keller Williams 20 years ago, he says, he would probably be retired today.

Peroff was introduced to Keller Williams Realty by former RE/MAX agents **Diane** and **Tom Mitchell**. He says Diane pursued him relentlessly for months, making it easy for **Marvin Alexander**, operating principal at the Newmarket/Aurora market center, to extend the formal invitation that brought him on board.

“There are a lot of top-producing REALTORS® in the Greater Toronto area, but I want more than just a top producer. I want a top-notch person and Steve is just that,” Alexander says. “He’s got a long-standing reputation for serving the community and he has integrity. He’s the whole package.”

Peroff feels the same way about Keller Williams Realty; the company has the whole package.

When the Newmarket/Aurora market center opened in his area, he felt confident that the leadership was in place to support his team’s leap – which is sending shockwaves throughout the local real estate industry.

“Many people are surprised that Steve would leave a company he’s been affiliated with for so long,” Alexander says. “He was a cornerstone at RE/MAX” – a foundation which Peroff and the market center’s leadership team has already started to build upon. **kw**

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