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Brad Korn and The Korn Team



Teamwork makes a positive difference with The Korn Team. Pictured from left to right: Angela Eathart, Shea Painter, Laura Walker, Brad Korn, Sonya Korn, Cheryl Korn (not pictured, Lori Smith).

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BROKER-AGENT MAGAZINE

The Korn Team Serves Both Homeowners and Agents

by Becky Brown

photography by The Image Group

Brad Korn didn't have the most successful start in the real estate business. "I heard a few years ago that the average REALTOR® in the U.S. makes approximately \$6,000 a year," he states. Of his first three years in the business, Brad says, "I made less than the average agent. I probably should have gotten out of real estate, but I'm glad I stuck with it."

Hundreds of Eastern Jackson County homeowners who have worked with Brad are glad he stayed in the business as well. Now the owner and listing partner of The Korn Team, an affiliate of RE/MAX Professionals, Brad and his group have doubled their business consistently over the past six years with no end in sight. What's the secret?

"I'm an education sponge!" emphasizes Brad. Always learning, he makes a point to attend seminars and speaking events and continues to improve his business by staying on top of the latest technology, marketing and customer service. All of these things are possible with the dynamic group that Brad has assembled as The Korn Team. Angela Earhart, Laura Walker and Shea Painter work as Buyer Partners, while Brad's wife, Sonya Korn, his mom, Cheryl Korn, and Lori Smith work in office administration.



Supporting each other both personally and professionally, Brad and Sonya are a dynamic duo.



The Korn Team moving van is one additional way that Brad offers premiere service. All clients have the opportunity to borrow the company moving van, unless of course, the Chiefs are playing in Kansas City. Then, you will see Brad with the van equipped with a TV, couch and a gas grill at Arrowhead Stadium.

“This group is unbelievable!” Brad says of his team. “We have the same values. Our top priorities are not only our families, but having fun. We’re a good mix. We like to laugh and joke, even with our clients. It’s not a stuffy, formal kind of situation. It’s more like hanging out with your friends and having a good time.” It’s this relaxed and friendly atmosphere that brings out the very best service to both clients and fellow real estate professionals.

Brad credits much of his success to a little piece of paper – a postcard. When he was just starting out in the real estate profession, Brad started sending out monthly postcards to everyone in his database with the intent of keeping his name and his listings out there until he saw results. Well, it worked. “Probably in the sixth month of doing that mailing, the phone started to ring,” he recalls. “And it just never quit. As I grew my database, the phone calls increased and the business just kept growing. The key is consistency. Since the postcard, we’ve implemented numerous other marketing tools and ideas and I can attribute growth to each one.”

The Korn Team continues to emphasize the importance of getting the word out about their listings, especially to

fellow agents. “Over three-fourths of the homes that sell every year sell from REALTOR® to REALTOR®,” notes Brad. “So I spend 75 percent of my time marketing to agents rather than marketing to the public.” The team e-mails and faxes information on their properties to other real estate professionals weekly, aggressively seeking buyers. “I could have a house that’s been on the market for six weeks and the agents have seen it six times, but I just keep it in front of them until the one who’s working with the right buyer sees it.” This tenacity pays off for The Korn Team and their clients.

But Brad’s group doesn’t see themselves as stereotypical, pushy sales people. “Our philosophy is that we aren’t sales people, we’re consultants,” stresses Brad. “We want to help (clients) understand all their options and get them all the information they need so they can make an educated decision on what their next step is. It’s not about trying to hard sell them on a house. I think people appreciate that.”

Other agents also appreciate The Korn Team’s approach. Providing outstanding service to other agents is a high priority. “We are really, really big on making sure the agents have an awesome experience working with us so

they'll want to work with us again," states Brad. "We don't cause problems, we find solutions. One of the little things – when we get a contract, we actually sort, number, organize and just give them two completed copies so they don't have hundreds and hundreds of papers floating around all over the place and have to do the same thing we're already doing. So we give it to them packaged, a done deal – here's a copy for your client and your office. It's a little thing, but if you see how people have their contracts spread out all over the office trying to sort them out, it makes a difference." It is this assistance with little details that makes every transaction a win/win for all parties involved.

Brad views success in his business in terms of providing excellent customer service that leads to referrals from both homeowners and other agents. However, success in life has a slightly different twist. "Success to me means maintaining a balance so I am able to spend time with my family and not letting this business run me rather than me run it," he emphasizes.

A devoted dad of daughters Lindsay, 10; Allison, 7; Elizabeth, 6; and Savannah, 2, Brad has truly made his business a family affair. "I like having the flexibility to be able to run up to school and read a book to my daughter's kindergarten class," he notes. "I just have to schedule it. It's a busy business, but if you manage your time well, you can have a flexible schedule." He is also fortunate to work with wife, Sonya, and mom, Cheryl. "I've recruited my whole family," laughs Brad of his intertwined home and business lives. "Many people ask us how we can work together, but I can't imagine not!"

But one overriding goal pushes this driven dad to success. "My main goal is to implement systems in my business that will provide world class service to our clients and everyone they refer to us," says Brad. "I want to knock their socks off so the next time the subject of real estate comes up, they say, 'Give The Korn Team a call, they'll take care of you.'"H

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Balancing work and family is important to The Korn Team.