

THE DEFINITIVE ORAL HISTORY ON

THE IMPACT OF COVID-19
ON THE REAL ESTATE
INDUSTRY

TODAY AND TOMORROW



If we had a nickel for every time we heard the word “unprecedented” in 2020, we could all buy our dream home and retire for good. But the truth is, we have not seen in our collective experiences a situation quite like the COVID-19 pandemic.

“Real Estate in the Time of COVID,” the definitive oral history of the pandemic’s impact on the industry, examines the initial reaction, the measured response and the resulting reset that is occurring as we continue to navigate the evolving landscape. We spoke to BHGRE® affiliated brokerage leaders across the country to get an “on the ground” account of how the real estate industry is responding to the pandemic.

Fortunately, real estate was considered an essential service across much of the nation when numerous shelter-in-place orders were issued in March and April 2020, and brokerage leadership teams sprang into action to ensure business continuity.

From enacting new requirements to keep people safe, getting deals across the finish line and reassuring agents and clients alike, the pandemic has truly tested what we as real estate professionals are really made of.

As the saying goes, with challenges come opportunities. Our industry has contended with significant impediments over the decades, including recessions and the sub-prime lending fallout. Despite these many obstacles, we continually succeed in finding the greatest opportunities to accelerate change in our industry.

In the pages that follow, we reveal how a number of BHGRE affiliated broker/owners faced multiple challenges during the pandemic, including understanding and articulating dynamic market conditions, dealing with a significant lack of inventory, keeping agents connected, and rethinking approaches to recruiting. We draw out lessons and learnings as we march forward into the future, one indelibly marked by the continued impact of a global health crisis.

Sincerely,

SHERRY CHRIS,
PRESIDENT AND CEO



REAL ESTATE IN THE TIME OF COVID

**The Great Pause and Resulting Reset:
Implications for the Future of Real Estate**

THE PAUSE AND REBOUND

Everyday life as we knew it changed dramatically in mid-March 2020 once shelter-in-place orders were announced. After about three weeks, there was a collective sigh of relief with the realization that this was not going to be a repeat of the 2008 recession. By and large, real estate was considered an essential service, so there was little break in business continuity, although many had to forgo face-to-face interaction, which proved challenging for a relationship-based business.

After all, we are in the business of people. Most leaders included in this report shared that it took about six to eight weeks for consumers to regain confidence and for business to pick up. At that point, the pent-up demand exploded into a highly competitive market made more challenging by low inventory and record low mortgage rates, which resulted in an increase in multiple offer situations.

Many companies saw gains in year-over-year production as the spring selling season moved far into the fall. This occurred despite protracted pauses in some sectors such as corporate relocation, military moves and medical residencies.



KEY LEARNING

*According to the experiences of
the brokers we interviewed*

**The initial fears of a real estate
downturn went unfounded as
many companies have seen
huge year-over-year gains.**

THE PAUSE AND REBOUND

We saw increased interest in the \$700,000 to \$1.5 million price range as people relocating from more expensive California markets realized they could get a lot more house for their money in Prescott.

LESLIE GUILLEY

Better Homes and Gardens
Real Estate BloomTree Realty,
Prescott, AZ

With the shutdown and subsequent hit to the stock market, we saw a drop in activity in the \$1M+ segment. We did not see a rebound in luxury homes until June.

AARON DRUSSEL

Better Homes and Gardens
Real Estate Influence Partners,
Salt Lake City/Provo, UT

By the beginning of April, the outlook began to get brighter. People realized they still needed to buy and sell their homes. At the lowest point of the lockdown, around the third week of March, we only had 5,000 weekly views on our listings, the lowest it has ever been. But online activity started to increase and by the beginning of August, we were seeing 25,000 weekly views, reflecting an increased interest.

JEFF MARTEL

Better Homes and Gardens
Real Estate 43° North,
Boise, ID

We experienced a very steep drop and a corresponding very steep recovery: we were down 20% in the spring with a 13% rebound in June.

BEN FOX

Better Homes and Gardens
Real Estate Journey,
Bentonville, AR

We had our best June and July ever, with our typical spring activity pushed out into summer and early fall.

MATT THOMAS

Better Homes and Gardens
Real Estate Thomas Realty,
Gainesville, FL

MARKET DATA PROVIDES OPPORTUNITY TO WIN LISTINGS

Coming into the new year, inventory levels were already low, due in part to limited new home construction and the existing trend of people staying in their homes longer. But an interesting dynamic emerged during the initial shelter-in-place period regarding perceptions vs. reality.

Many people stayed on the sidelines awaiting what they predicted would be bargain-basement pricing. In reality, buyer activity far outpaced available inventory, driving prices up and creating intense competition, particularly among Millennials and Boomers.

The biggest challenge in this historic low inventory environment was overcoming potential sellers' fears about putting their home on the market and having nowhere to go once they sold their house.



KEY LEARNING

*According to the experiences of
the brokers we interviewed*

**There was a noted increase
in brokerages providing their
agents with timely market
statistics that allowed agents
to win listings with data-driven
communications.**

MARKET DATA PROVIDES OPPORTUNITY TO WIN LISTINGS

Inventory of new homes started to dwindle because builders had stopped working, in many cases because lenders had stopped lending. It takes 3-5 months to build a house and all the builders I talked to said they regret the decision to stop building. They were faced with an unknown on par with 2008 and they didn't want to repeat that. Education is key. People need to be encouraged to list their home, even when they fear they won't be able to find a home to move into. It's really a self-fulfilling prophecy: the reason you can't find a home to move into is because of people like you who are afraid to list their home.

JEFF MARTEL

Better Homes and Gardens
Real Estate 43° North, Boise, ID

Agents can present why it's a good time to sell now, but the most important thing is to position yourself so that when they sell, they only want to sell with you.

LESLIE GUILLEY

Better Homes and Gardens
Real Estate BloomTree Realty,
Prescott, AZ

Don't lose listings because you didn't stay in touch with your sphere. Twenty years ago, you could lose a listing because an old client connected with a different agent at a soccer game. With social media, it's like you're at 150 soccer games a day, so you need to be attending ALL the games to stay current with your network. Those who understood this benefited during COVID.

DARYL ROGERS

Better Homes and Gardens Real Estate Reliance Partners,
San Francisco and Sacramento, CA

We significantly ramped up our marketing outreach with digital. When the size of the inventory pie gets smaller, your table manners need to change to get a larger piece of the pie. We see our job as helping agents win the listing over someone else. We updated our listing presentation and collateral material to punch up the most important points for today's market conditions.

MARK WOODROOF

Better Homes and Gardens
Real Estate Gary Greene,
Houston, TX

In the DC metro market, we actually have 25% more inventory than last year, coupled with a drop in international buyers who have been sidelined by COVID travel restrictions.

THAI HUNG NGUYEN

Better Homes and Gardens
Real Estate Premier,
Washington, DC, MD, VA

Rather than hope for more houses, agents need to be focused on getting their fair share of inventory that becomes available.

BEN FOX

Better Homes and Gardens
Real Estate Journey,
Bentonville, AR

FAMILY MOVE-UP BUYERS MAY BOOM IN 2021

An accelerated migration out of the cities was noted across the country as people fled urban centers for more spacious suburbs and rural locations. The primary driver in this migration was the realization that remote working buyers could get more home for their money in lower-priced suburban markets coupled with increased buying power offered by rock bottom interest rates solidified this as a major trend.

Spring selling season is typically driven by families with school-aged children who intend to be in their new homes in time for the start of the school year. With the “pause” pushing out this traditional activity to later summer and early fall, it would stand to reason that many families would wait to make a move next spring. That held true in some markets due to a desire to wait and see on the pandemic front, coupled with low inventory challenges. But in other markets, families remained a significant portion of the client mix.

Across the board, first-time buyers were not deterred by the pandemic and were spurred on by low interest rates. After spending so much time at home, move-up buyers began re-evaluating their housing needs, looking for homes and towns more aligned to their changing lifestyle.



KEY LEARNING

*According to the experiences of
the brokers we interviewed*

The flight from urban markets was real, and many made moves. Many families with children, however, stayed on the sidelines in 2020, which may result in increased activity in this segment in the spring of 2021.

FAMILY MOVE-UP BUYERS MAY BOOM IN 2021

We saw a significant increase in our out-of-state buyer pool from California, where many schools will remain all remote until 2021. These families wanted their children to be able to attend school in person and participate in sports. We also saw many people moving here to be closer to family – COVID really brought the importance of family to the forefront.

AARON DRUSSEL

Better Homes and Gardens
Real Estate Influence Partners,
Salt Lake City/Provo, UT

We saw a lot of first-time home buyers enter the market as well as empty nesters looking to downsize. Millennials with families still made moves to be in the right schools.

MARK WOODROOF

Better Homes and Gardens
Real Estate Gary Greene,
Houston, TX

We saw move-up buyer activity come to a complete standstill in April, May and early June, while first-time home buyer activity remained strong. We saw more million-dollar transactions than ever before this summer, as people realized after spending so much time at home, they wanted bigger homes and bigger lots.

MATT THOMAS

Better Homes and Gardens
Real Estate Thomas Realty,
Gainesville, FL

The biggest trend we saw was people moving because they needed more or different space to work from home which reversed the trend we had been seeing of living in a smaller home. The second biggest trend we saw was a surge in second-home buyers in the Texas Hill Country, which is about 100 miles outside of the city.

MARK WOODROOF

Better Homes and Gardens
Real Estate Gary Greene,
Houston, TX

We saw a lot of activity on our luxury high end: we quadrupled what we did last year in the \$1+ million market. In our experience, HNWI's (high net worth individuals) are more conservative during an election year and during times of economic uncertainty, but we noted many West Coast executives opted to take their families to a safer place.

JEFF MARTEL

Better Homes and Gardens
Real Estate 43° North,
Boise, ID

CONSUMERS & AGENTS ADAPTED TO TECHNOLOGY TOGETHER

Real estate's technology offerings underwent some transformation as a significant component of business continuity efforts proved to be virtual communication tools and platforms that enabled FaceTime. Video meetings, while no substitute for "in real life" meetings, provided a richer level of personal engagement than emails, texts or phone calls and became an important part of daily activity.

Many observed that COVID was the catalyst that accelerated the adoption of these existing technologies and brought them front and center, not just for the short-term but for the foreseeable future.

Examples include increased usage of live video home tours, 3-D videos, Facebook® live events, virtual sales meetings and digital signatures for much more than what we had been seeing. In addition, marketing efforts moved mainly online, with a reliance on digital advertising and social media to reach captive consumers who were keeping connected on the Internet.



KEY LEARNING

*According to the experiences of
the brokers we interviewed*

While technological advances had impacted the industry previously, the pandemic forced greater adoption as brokers, agents and consumers ultimately welcomed new approaches.

CONSUMERS & AGENTS ADAPTED TO TECHNOLOGY TOGETHER

We hosted virtual open houses as live Facebook® events, which we would record and then boost resulting in more than 3,000 views per open house. We would include market stats in addition to house details, using the platform to educate consumers as well.

BEN FOX

Better Homes and Gardens
Real Estate Journey,
Bentonville, AK

We leveraged Facebook advertising to target areas hit hard with COVID, focusing on selling points like wide open spaces, mountains, a thriving downtown and proximity to shopping.

LESLIE GUILLEY

Better Homes and Gardens
Real Estate BloomTree Realty,
Prescott, AZ

Zoom was helpful to ensure safe interactions, but agents also saw the opportunity to optimize their video meetings and virtual listing presentations which resonated very well with clients. We need to always remember that the consumer drives the market and agents need to adapt to consumer demand.

THAI HUNG NGUYEN

Better Homes and Gardens Real Estate Premier, Washington, DC, MD, VA

Because we weren't creating any print materials during the shelter-in-place, we doubled down on digital assets and social media. The ability to target people on social media has, in my opinion, fundamentally changed how we market. It is highly superior in terms of cost, effectiveness and reach. It also creates an organic way to follow up by replying to commenters to get a conversation going. For example, the annual Boise Parade of Homes is an opportunity for people to tour 40 of the best new homes on the market. Typically, thousands of people visit these homes over the two-week period, but this year the event was entirely online. There was so much interest, that the servers blew out and had to be upgraded twice!

JEFF MARTEL

Better Homes and Gardens
Real Estate 43° North,
Boise, ID

As an industry, we have become too practitioner-centric. The most critical disruptor, the one we must pay the most attention to, is the consumer. We can't lose sight of that as we contend with changes in the business. For example, COVID definitely accelerated adoption of video conferencing. Clients loved the convenience and even if agents weren't totally on board in the beginning, agents like what their clients want.

MARK WOODROOF

Better Homes and Gardens
Real Estate Gary Greene,
Houston, TX

COVID has helped to normalize video calls which can go a long way in making transactions more efficient. While we will definitely keep Zoom meetings going forward, face-to-face meetings are the optimal way to build relationships so it's a balance we will have to effect.

AARON DRUSSEL

Better Homes and Gardens
Real Estate Influence Partners,
Salt Lake City/Provo, UT

NEW TAKES ON REAL ESTATE RELATIONSHIPS

At its core, real estate is about relationships. The pandemic has led to a realization that having current connections is particularly critical during a crisis but absolutely essential at all times. This rang true not only for agents and their clients, but for brokers and their agents.

On the brokerage side, brokers realized that creating greater connections to their agents was vital, from providing new resources, data-driven intelligence as well as the technology training to meet current market demands.

On the agent side, those who stepped up their outreach with consumers and provided valuable, personalized information during this rocky time succeeded – regardless of their years of experience.



KEY LEARNING

*According to the experiences of
the brokers we interviewed*

The pandemic brought about a reliance on virtual meetings, but it also showcased that no matter what tools are used to communicate, real estate will always be a relationship business led by local market leaders.

NEW TAKES ON REAL ESTATE RELATIONSHIPS

Agents who succeeded during this time were those who stayed positive and personal. We stayed positive by having as much information as we could about the market which helped us remain confident and project that confidence to our clients. Agents upped their game and actually increased their status as a valuable resource. And we got personal by actively reaching out to our spheres and being a “check-in artist.”

THAI HUNG NGUYEN

Better Homes and Gardens
Real Estate Premier, Washington,
DC, MD, VA

COVID taught us that agents without the proper support are going to be left behind, as the divide between full service and discount brokers has never been further apart.

BEN FOX

Better Homes and Gardens Real Estate Journey, Bentonville, AR

Agents needed to dial up their digital presence in order to be successful. We found that COVID leveled the playing field for new agents because while they may not have been as tight on scripts and dialogue as seasoned agents, they had a stronger digital game which served them well.

DARYL ROGERS

Better Homes and Gardens
Real Estate Reliance Partners, San
Francisco and Sacramento, CA

Networking and connecting with your sphere have become more important than ever. We had weekly sales challenges for our team encouraging them to reach out to past clients. We found that many agents hadn't connected with these people in years! It's so easy to get wrapped up in the now of current deals, especially when business is good, but the pandemic reinforced the importance of keeping an active pipeline for the future.

MATT THOMAS

Better Homes and Gardens
Real Estate Thomas Realty,
Gainesville, FL

A TIME TO RETHINK RECRUITING

The majority of brokers put recruiting on pause during the early days of the pandemic, focusing instead on the needs of their existing agents. But as the country began to open back up, recruiting efforts resumed.

Newly licensed agents – many of whom had lost jobs in the retail or service sectors – began to enter the market looking to join a brokerage, while experienced agents started to explore new opportunities at brokerages that demonstrated high levels of leadership during the depths of the pandemic.

As independent contractors, real estate agents need to evaluate the level of support they require from their broker to achieve their business goals and feel confident that their broker can deliver – even during times of crisis.



KEY LEARNING

*According to the experiences of
the brokers we interviewed*

The pandemic has put the brokerage leadership on center stage as agents realize the value of full-service support, strong understanding of marketing conditions and potential need for diverse lines of business.

A TIME TO RETHINK RECRUITING

We looked to add agents through M&As. We have found that smaller independent brokers realize they can give their agents more support through affiliation with a brand.

THAI HUNG NGUYEN

Better Homes and Gardens
Real Estate Premier, Washington,
DC, MD, VA

We took every opportunity to recruit by focusing on how we kept our affiliated agents informed and armed with the tools they needed to succeed in the COVID conditions. That provided us with a platform to promote our full-service offerings and our proactive approach to the new normal. While we didn't see many moves from experienced agents, we did bring on a number of new agents and were able to devote a lot of time to training them. We also took advantage of the early lull in the market to revise our recruiting materials.

MATT THOMAS

Better Homes and Gardens
Real Estate Thomas Realty,
Gainesville, FL

We had the opportunity to attend our manager's recruiting meetings over Zoom – something the leadership team had not previously had insight into. As a former college football player, our coaches used game film to teach us. I was always looking for a way to mimic this in real estate and this was my “light bulb moment.” Based on our observations, we were able to deploy our strongest recruiters into full time roles, while reassigning other managers into specialty roles that played to their strengths. This simple insight afforded by Zoom technology formed the foundation for a re-organization of our company's leadership structure.

DARYL ROGERS

Better Homes and Gardens
Real Estate Reliance Partners,
San Francisco and Sacramento, CA

There has been more intense and consistent recruiting since we opened back up. We saw a lot of movement among limited service providers, but we also had some agents who had left us for limited service firms come back in the summer because they understood that they needed more support to get through the current market conditions. Experienced agents are also realizing that full-service has tremendous value in market shifts like the one we are going through, as does a stable company.

MARK WOODROOF

Better Homes and Gardens Real Estate Gary Greene, Houston, TX

We brought on a lot more agents this year, many of whom were dissatisfied with the leadership at their previous brokerage. There were the firms that sat back and decided to wait it out while we made a point of getting busier. We also saw a lot of agents come from discount firms or flat fee companies who recognized the opportunity to increase their production with a full-service, high-touch firm.

AARON DRUSSEL

Better Homes and Gardens
Real Estate Influence Partners,
Salt Lake City/Provo, UT

LEADERSHIP LESSONS

What happens is not as important as how you respond.

In the face of the unknown, action is often the best way forward and an enduring sign of leadership. But what also emerged this year was the need for authenticity, availability and a positive attitude.

From setting up a regular cadence of communication, to engaging each team member personally, to leading by example, brokers across the county rallied their teams, learning valuable lessons along the way.



KEY LEARNING

*According to the experiences of
the brokers we interviewed*

Most participants acknowledged that they and their leadership team spent the majority of their time at the onset of the pandemic connecting with their agents. They also recognized that the speed of the business may have prevented such outreach in the past, but that going forward agent communication needs to be a priority.

LEADERSHIP LESSONS

I quickly determined that the best way to allay my agents' fears was with real time information and data. I relied heavily on data to prove to them that this was not like the epic downturn of 2008. I made myself available to understand their fears and concerns and combatted them with hard data to refute the "sky is falling" mentality.

JEFF MARTEL

Better Homes and Gardens
Real Estate 43° North,
Boise, ID

We wanted to remind our agents that they are true community leaders who can use that standing to keep people positive. We leaned hard on the leadership role. Not only are we community leaders, but we are leaders in our industry.

BEN FOX

Better Homes and Gardens
Real Estate Journey,
Bentonville, AR

We clearly set the tone for our team by insisting that this wasn't time off, but game on!

LESLIE GUILLEY

Better Homes and Gardens
Real Estate BloomTree Realty,
Prescott, AZ

Just as agents connected with their sphere, we and our agents increased our outreach to each other. We anticipate maintaining these higher levels of engagement going forward because there is heightened awareness that greater participation and engagement makes everyone better. At a higher level, COVID has certainly been a challenge, but it has made our industry better because agents are more engaged with the brokerage which will raise everyone's game.

THAI HUNG NGUYEN

Better Homes and Gardens
Real Estate Premier,
Washington, DC, MD, VA

WHEN A CRISIS CREATES OPPORTUNITY

The COVID crisis has pushed us out of our comfort zones as we navigate our way forward.

This time has also provided an opportunity to challenge existing norms and evaluate new approaches.

From video chats to square footage, brokers are rethinking and rebooting their businesses based on compelling lessons from the front lines of the pandemic.



WHEN A CRISIS CREATES OPPORTUNITY

In times of crisis, we need to closely examine where we are spending our time and money to get the best return on investment. When business is good, we don't take that time, but it's so important to do so in order to optimize your business in good times and bad.

MARK WOODROOF

Better Homes and Gardens
Real Estate Gary Greene,
Houston, TX

We used Facebook Live® to create a TV show type feel to our open houses. We would have people on camera from different areas around town to provide commentary as we also featured homes. We will continue to do this because in addition to creating instant buyer response in many cases, it has also led to winning several new listings.

BEN FOX

Better Homes and Gardens
Real Estate Journey,
Bentonville, AR

We impressed upon our affiliated agents that there are no secret recipes when it comes to change. We must adapt and then go to work every day.

Zoom® helped us see an opportunity to restructure our company's leadership structure with a focus on expertise rather than geography.

DARYL ROGERS

Better Homes and Gardens
Real Estate Reliance Partners,
San Francisco and Sacramento, CA

Because of the heightened buying frenzy, it became very apparent that how you handled yourself during this time will have a significant impact on your reputation down the road. I think it will be critical to remember to still be that person in two years.

LESLIE GUILLEY

Better Homes and Gardens
Real Estate BloomTree Realty,
Prescott, AZ

We will definitely continue to offer sales meetings with a virtual option because we did see more participation, but I strongly believe in the benefit of face-to-face communication so virtual meetings will not replace in-person ones. Agents saw the importance of keeping in contact with their sphere. They already trust you so they will refer you. This activity has a much higher ROI than focusing on new client acquisition. We also recognized that we successfully navigated the COVID downturn by keeping our company culture alive and intact. COVID reaffirmed that our culture sets us apart and we need to keep feeding and nurturing it in order to stand out from our competitors.

MATT THOMAS

Better Homes and Gardens
Real Estate Thomas Realty,
Gainesville, FL

MEET THE

BROKER MEDIA COUNCIL



AARON DRUSSEL

**Better Homes and Gardens Real Estate
Influence Partners, Salt Lake City/Provo, UT**

Aaron Drussel is an entrepreneur at heart, having owned his own business that later evolved into his current real estate venture. He loves the thrill of offering the ultimate service experience.

Whatever real estate turbulence may arise, he is well schooled in problem solving, and is an expert in negotiation. With specializations in foreclosures and relocation, he is a past president of the Utah Central Board of REALTORS®.



JEFF MARTEL

**Better Homes and Gardens Real Estate
43° North, Boise, ID**

Jeff Martel is Chief Inspiration Officer and designated broker/owner for Better Homes and Gardens Real Estate 43° North, serving the Boise, Idaho, market. He founded his firm in 2008 as a uniquely marketing driven real estate company, and in 2013, joined the BHGRE brand to further his marketing edge.



MATT THOMAS

**Better Homes and Gardens Real Estate
Thomas Realty, Gainesville, FL**

Matt Thomas and his wife Tiffany founded their firm in 2012 as a family business with a boutique approach.

As a team both in and out of the office, Tiffany and Matt have been in the top 1% for REALTORS® in the Gainesville/Alachua County area since 2005. Having experience working for a large firm, Thomas knew that technology could provide small agencies the same amount of exposure as larger firms, while allowing them to focus on high-touch service. The company has since grown to 30 agents and two locations and was named Gainesville's Best Real Estate Company in 2018 and 2019.



BEN FOX

**Better Homes and Gardens Real Estate
Journey, Bentonville, AR**

As broker/owner of Better Homes and Gardens Real Estate Journey, Ben Fox has built his firm around growth, service and marketing strategies. Serving Northwest Arkansas, including Fayetteville, Springdale, Roger, Bentonville and Bella Vista, the brokerage is experienced in working with university faculty and alumni, as well as professionals moving to the area, offering a highly-responsive customer service experience to homebuyers.



THAI HUNG NGUYEN

**Better Homes and Gardens Real Estate
Premier, Washington, DC, MD, VA**

Thai Hung Nguyen started his real estate career in 2003 and today is broker/owner of Better Homes and Gardens Real Estate Premier. He has served in leadership roles at the local, state, and national level with the Asian Real Estate Association of America, the Northern Virginia Association of REALTORS®, the Virginia Association of REALTORS® and the National Association of REALTORS®. He has consistently achieved Multi-Million Dollar and Top Producer Life Member production status. Nguyen's business belief is the same with his company's statements: Work with Distinction, Grow with Passion, Live with Balance.



MARK WOODROOF

**Better Homes and Gardens Real Estate
Gary Greene, Houston, TX**

Mark Woodroof is a managing partner of Better Homes and Gardens Real Estate Gary Greene, the No. 1 Greater Houston Metropolitan area brokerage, and one of the top 50 real estate firms in the U.S. He is a former chairman of the Houston Association of REALTORS® and is actively involved in the National Association of REALTORS®, where he serves as a director, and is a member of the Residential Firms Real Estate Service Advisory Group.



LESLIE GUILLEY

**Better Homes and Gardens Real Estate
BloomTree Realty, Prescott, AZ**

As a co-founder and COO of Better Homes and Gardens Real Estate BloomTree Realty, Leslie Guiley sets the strategy to achieve the firm's goals and continuously monitors and adjusts to changing market conditions and industry trends. She previously served as Designated Broker and VP of Operations. As a real estate licensee since 2004, she teaches continuing education courses for the Arizona School of Real Estate.



DARYL ROGERS

**Better Homes and Gardens Real Estate
Reliance Partners, San Francisco & Sacramento, CA**

As co-owner and CEO of Better Homes and Gardens Real Estate Reliance Partners, Daryl Rogers, along with his business partner Matt Cord, has built one of the largest real estate brokerages in the state, with 10 offices and more than 500 agents throughout Sacramento and the East Bay. A former high school science teacher who jumped into real estate as his second career, Rogers believes the best agents are relationship-based and not transaction-based. He works to attract the most respected agents, who he believes can make a good living and have a life outside of real estate.



BE BETTER®