

TOP AGENT MAGAZINE

ROBB HOPPER



Robb Hopper's roots in real estate run deep. Growing up, he learned about residential building firsthand alongside his father, a new construction plumber who showed his son the ins and outs of homebuilding. After his tenure in the corporate world, Robb turned his talents to homebuilding as well, constructing more than 300 homes before earning his license and expanding his service offerings. Now, twenty-five years since his journey in real estate began, Robb has made a name for himself as an industry leader known for his integrity, track record, and commitment to building community.

Serving the Tulsa metro area, Robb heads a tightknit team of twelve agents and counting, all under the banner of RE/MAX Results and the Hopper Group. Over the course of his lengthy career, he has managed to drive roughly 60% of his business through repeat and referral business—some of the highest praise an agent can receive. To account for his success thus far, Robb credits professionalism, a proactive mindset, and a personal touch as some of the defining attributes of his working style. "We have two guiding principles," Robb explains. "The first is: what have you done today to help someone? The second is: do real estate the right way. We treat our business like a business, but our focus is all about helping people, not just about paperwork.

"We keep our clients front of mind in everything we do." Likewise, Robb recognizes the necessity of clear communication throughout the ups and downs of a transaction. Accordingly, he makes accessibility and quick turnaround time a key trait of his team. "We know that the number one frustration clients experience is a lack of communication," he says. "That's why we leave no calls unanswered. We want our clients to be raving fans, and we believe in doing things the right way. People come back and refer us to their friends and families because of how well we treat them."

In tackling the listing process, Robb applies a similarly comprehensive style. He and his team begin with a consultation to get to

know clients' homes and offer constructive suggestions that might increase list value or otherwise make a property market-ready. From there, Robb considers the home's market standing within the neighborhood and region in giving feedback to sellers, before incorporating professional photography and video to showcase homes in an immersive light. Once homes are primed, Robb and his team coordinate ideal listing dates and drive traffic prior to a home's debut. Then, they secure wide-ranging exposure across the MLS and leading online listing platforms to net ideal buyers in short order. All told, whether working or buyers or sellers alike, Robb's focus remains on the individual and families at the heart of each transaction. "Helping people with one of the biggest transactions in their lives is something that needs to be taken seriously, and we do that," he says. "We go the extra mile and give our clients value and information they didn't have before. We do what's right by our clients and by the community. We want to be Realtors that other Realtors want to work with, and doing that is being a good steward for your community. That's why we do what we do."

Beyond the office, Robb gives back to his community by contributing to area causes and supporting those in need on a local level. In his free hours, he most enjoys time spent with wife and loved ones. As for the future, Robb plans to continue growing his business steadily, with a focus on building a likeminded team of agents who are passionate about client care and community. "Real estate has been a part of my life since childhood, and I love what I do," he says. "We want to continue to affect change in our industry by doing things the right way. That's the legacy we want to leave."



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