



Heard Real Estate

Changing Vision & Changing Lives

by Brian Ramsey

Did you ever have a hamster? It is a little humorous to see the different tubes that it can run in that lead to a small spot where it hibernates for most of the time. Of course, you probably watched it exercise by running in the wheel with break-neck speed to go nowhere. As you stand back and reflect, you think to yourself, "I am glad that I have more direction and progress than that little one."

Then a special mood and feeling overtakes you (technically can be described as "yucky"), and you realize that you (on certain days) find yourself identifying with your child's pet. You ask the main philosophical questions that everyone asks such as who am I really? - where am I going? - And why am I here? It can be very daunting to watch your

business activity and wonder if you are making a difference. Well, there are certainly no hamsters or wheels at the Heard Real Estate Team! (metaphorically speaking). This group knows exactly where they have been, are going and most importantly how to get there.

It would be a monumental task to summarize this team with any expression, but the one that comes closest is that they exist to chase their vision and change lives along the way. After a brief meeting with Rodney and Amanda Heard, one cannot help but feel the energy and purposefulness that exudes their business strategy. With over 60 million in sales the last two years, they are making a great

case for their target business and their manner of training one another to succeed in life and work. At just over four years of age, the Heard Team continues to make exponential growth in transactions that can only be described as a group effort.

Rodney started his professional working career by working in a foundry. Putting in long hours with little hope of moving upward, Rodney decided there must be something better and more fulfilling, so he entered real estate. Amanda graduated from Purdue with a degree in communications and public relations. Both worked at several big-name realty companies and were well taught about the field. Upon returning from



Charleston, SC to aid family suffering from poor health, the Heards realized that they really had no database to start their team. They decided to attack the online market. Some have estimated that 78% of people start online to search for homes. Their fledgling effort allowed them to close 87 transactions the first year - a figure that has now nearly doubled.

As the business grew, Rodney and Amanda knew that they would not be able to meet the demand alone, so they created a system of identifying and developing a culture and philosophy of business that others could share and become productive in. They use multiple tests and interviews to determine the correct fit, but all serving at Heard Real Estate have a service heart and a desire to change others' lives. If someone is willing to chase the vision first, they will find an opportunity at Heard. It is understood that the money which is certainly important, will inevitably follow.

Each morning starts with a team huddle where there is mutual encouragement, recognition and accountability. Everyone learns by reviewing the team's activities and lessons learned. This keeps everyone's skill set sharp and provides valuable experience for all but especially the newer agents. Rodney and Amanda know that successful people reach their goals, so they are quick to let the team know that the group effort will be rewarded. In fact, earlier last year, they had to increase the goals at midpoint. Of course, no huddle would be complete without the recitation of the team vision and mission statement.

The driving force in the strategic business philosophy is the mission/vision that the Heards have established. Based upon core values that embody qualities and actions such as integrity, persistence, knowledge, wisdom, kindness and a client-focused approach, the Heard Real Estate Team endeavors to create a culture that builds upon the skills of the team and inevitably promotes client satisfaction and mutual success in the team members. To Rodney and Amanda, each member must commit to professionalism and "world class service" so that their lives and the lives of the clients are changed and lead to lasting relationships.



It is the belief of the team that the needs of one can only be accomplished by the work of the many. Of course, the collective input from the serving parts contributes to the excellence of the team. Heard Realty does not want to just provide a great experience. They want to "WOW" the members and clients of the Real Estate Community. Of course, each member breaks the mission down to their own vision board. Amanda is from a coaching background and encourages each team member to find self-awareness, self-management, social awareness and relational management. The Heards teach the team that they are working a business and that they do not show up just for a job.

The future looks very bright for the Heard Real Estate Team. As time progresses growth is a given as well as the commitment to keep clients in mind, professionalism and the idea of making the industry proud. Each day they realize that they are involved in someone's life, and that makes the difference to them.

So, the next time you find yourself spinning at great speed - GET OFF the wheel. Find your vision and chase it. Identify your sphere of influence and change the culture. It will be so rewarding and will keep you from hibernating in the corner - wondering if you are making a difference.