

*It's All About
You!*
AUG. 2021



@Home

with  DAVID DORMAN

And Just Like That...it's August!

Here we are, August 2021. I know it's cliché but where has the time gone? Seems like I've just written last month's newsletter and the next one needs to be sent to the printer.

Let's be honest here, not much has shifted in the last 30 or even 60 days. Inventory is low, prices are high and buyers are losing their minds.

Instead of rehashing last month's numbers, I thought I would give you a little history lesson on my business career. You see, I recently went through a whole social media / marketing thing, and they recommended I write about something more personal.

Here goes... I was born a poor...no, not that far back LOL!

Late 1999, I was in a bit of a rut. I had always had a job since I was 16. I worked McDonalds, Sea World, Universal and Disney and was currently working as a singing waiter at Bergamo's at Mercado, which is now the Orlando Eye observation wheel. I didn't see much of a future for myself and wasn't getting any younger.

While working out at Bally's, I overheard a guy talking about timeshare. Like many other in real estate, I decided to get my license and give it a go.

While taking my class with many other timeshare folks and hearing their stories, I realized that it was not for me and perhaps I was better suited for residential real

estate. My landlord at the time arranged a meeting for me down the road at Susie Karr realty. Yay!

I had a place to work from and zero ideas on where to start. One thing I quickly discovered was that if you weren't the owner, you weren't likely going to get much traction in that particular office. There was no brand recognition outside the area and very little technology.

After 2 years, I made the move to CENTURY 21. This not only motivated me, but I also discovered a support system that worked for me. I liked the prior agency, but just never seemed to get what I needed out of it.

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I was given a tiny little office in the overflow building, where I set up all my marketing books and started to implement various systems to locate clients to work with. Yes!

I was finally getting somewhere and also had the assistance of a relocation department. It was then that I was introduced to a relo client named Adam. He showed up in flip flops and jeans and I learned right there never to judge a book by it's cover! He bought a million plus home from me and helped me get the funds to make my next move which was branding.

The branding company at the time charged me 20K to get my logo and various other branding things. My broker at the time was kind enough to loan me part and also give me money towards the effort. That's where the DD logo came from! With this branding also came coaching and mentoring. Through the next few years, my business started to grow and I was able to bring on an assistant. We fine-tuned our customer service skills and became even better at what we were doing.

Eventually I switched assistants and added some forward-thinking technology to improve our customer experience as also build our base. That's when real estate took a hard turn. Folks were losing their homes in foreclosures or has to short sale their homes, and no one had any clue on how to handle it. There were self-proclaimed "experts" on the short sale process and in reality, they were guessing like the rest of us. I quickly joined up with my prior landlord and now attorney to get guidance on how to handle these challenging transactions.

We were fortunate enough to be able to pivot in the market and actually increase our business share. That went on for several years and as you all know, we came out of it stronger and wiser! While happy where I was, I couldn't help but hear from other agents, that they were making more from their brokerage.

At the time, commission splits were much lower in some offices and I had to make a choice. I wanted to stay where I was because I loved the brand and was doing well leveraging it, but I knew I was leaving money on the closing table. I got up the courage to ask for a renegotiation and boy did I get it! I was offered to become one of the partners in the group and to eventually become the owner when the franchise agreement was up! I quickly went back to school to get my broker license.

Flash forward a couple months and I got a call from the main owner saying they wanted out ASAP and I could buy the company now. Panic set in. It's what I wanted, but was I ready? I had just procured my broker license and knew nothing of running a business. Cooler heads prevailed and the three owners decided on a 5 year plan to retire in July of 2020 and I would take over the franchise. Flash forward to October 2019. I was at the C21 convention in California where the CEO and others were able to assist in speeding up the transfer of ownership and we decided on a date of March 31st, 2020.

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AUGUST COMMUNITY CALENDAR

**WINDERMERE
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AUG. 6 / 13 / 20 / 27**

**WINTER GARDEN
FRIDAY'S ON THE PLAZA
AUG. 6 / 13 / 20 / 27**

**WINTER GARDEN
FARMER'S MARKET
AUG. 7 / 14 / 21 / 28**

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FOR MORE INFORMATION, OR TO HAVE YOUR EVENT BE FEATURED IN OUR NEWSLETTER, VISIT DAVIDDORMAN.COM/EVENTS

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With the docs drawn and funds transferred, there was no turning back, so in the midst of a global pandemic, we closed on our new business and almost immediately had to lock our doors and await further instructions.

What to do?

Well, like the short sale market, we once again pivoted and found new ways to work.

Zoom became a way of life as did live streaming.

Facetime showings, paperless transactions all became second nature and we not only survived, we excelled in the market!

As of this writing, I am happy to say that with all the challenges of the last year, we still managed to regroup and are on track for our best year in our 21 years of business.

I don't take that lightly by the way. I don't take much credit for our success because I know it's a group effort.

From my personal sales business to running an office of 60+ agents, I know nothing happens without amazing people sharing the same vision.

Today, we have some great agents who I know will help us grow and keep the commitment to quality that we expect and strive for.

I love that I can still do what I love to do and know that the business will keep running even if I take a vacation.

I find it odd that they look up to me as the owner, because in my mind, I look up to and depend on them even more. They are the reason we have a business. So, there you have it. I may have missed a few things, but I think you get the gist of it all!

Have a great August and if you have a topic you think would be cool to read about here, drop me a line.

David@DavidDorman.com



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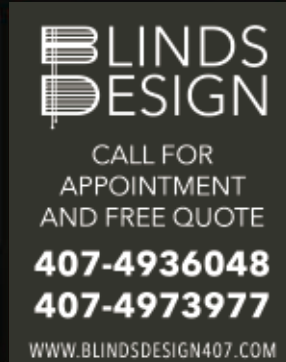
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