

TOP AGENT

MAGAZINE



Wes Womack

An entrepreneurial spirit, a background in hospitality, and a desire to help people all come together in Top Agent Wes Womack's real estate career. After years of partnering with his brothers opening and running several local bars and restaurants, he was looking for something different.

"To be honest, the bar business just wasn't healthy or fulfilling for me," he says. "I also needed to do something on my own and find my own way in life as well. My wife and I put a lot of thought into real estate because it was something that allowed us to help people, as well as being a way to give back and still scratch that entrepreneurial itch."

Wes earned his license at the end of 2012, and he and his wife now provide real estate services throughout Austin and the surrounding communities, traveling as far as the hill country. "I've been here more than 20 years, and my wife's family has been in Austin for seven generations," he says. "That's a cool asset and rarity." They enjoy working with all types of clients, and don't want to limit their focus. "There are too many enjoyable aspects of working with different segments," Wes says. "I love the excitement of working with first-time homebuyers, but also enjoy the calmness and experience of luxury home buyers and sellers. There are different elements to each that make it exciting."

Wes credits his attention to detail and his extensive hospitality background with giving him a competitive edge. "I like to call it a healthy dose of OCD," he says with a laugh. "I'm critically organized. I get an anxious feeling if I have a lingering text, email or phone call," he continues. "But most importantly, I have been in the hospitality industry since I was 14. I like to think I bring hospitality to real estate in the way I approach people." Wes hopes clients who have worked with him remember him for his honesty and sincerity. "When I first got into real estate I hated hearing how it was a numbers game. Or I'll visit online real estate forums and see all these things about what sales 'tricks' work on people," he says. "But I don't want to trick people at all, I just want to be authentic and help people buy and sell homes."

In every business he's been a part of, Wes has followed

the same philosophy. "I always say 'Do it for the mission and not the money.' I believe if I lead with a serving heart and go into something with good intentions, the money will follow," he says. It's no surprise, then, that Wes says forming relationships with his clients is the most rewarding part of his career in real estate. "Being able to help people during what is an exciting or stressful time is very fulfilling," he says. "Whether someone is buying or selling it's a big chapter in their lives and I love being part of that and leading people through it."

That unwavering commitment to their clients has earned Wes and his wife a number of honors. They have received Top Sales and Listing awards and the President's Crescent Award. They have also been nominated by the Austin Business Journal for Top Residential REALTORS® in Austin, and have been finalists for the Platinum Top 50. "That one means a lot because it's not just based on sales volume but also involvement in the industry, education, and philanthropy," Wes says.

Wes believes in giving back to the communities that support his business. He is active in Start Good Things, an organization that assesses needs in the community and forms teams to complete those projects. He is also involved with Mobile Loaves and Fishes, an initiative to help feed Austin's Homeless. And last year, he partnered with Amigos for Christ, traveling to Nicaragua to facilitate clean water projects.



To learn more about Wes Womack of JB Goodwin REALTOR®, call 512-626-0621, email wes@womackrealestate.com, or visit www.WomackRealEstate.com