

TOP AGENT MAGAZINE

C. MORGAN DAVIS



C. Morgan Davis of Keller Williams Portland Central in Portland, Ore., works heavily off client referrals and repeats. Heading into his eighteenth year of business, he prides himself on his long-standing client relationships that are the soul of this business garnering \$49 million in sales in 2013. “We focus on serving people at the highest level we can,” Morgan assures.

He and his team of five are driven by their clients and work hard to help them buy or sell a home. Morgan states: “My team is wired with the idea that if we help people get what they want and need, we are doing a good job and everything will be alright. If the experience was top notch, referrals will come.” Indeed they do with an estimated 140 sales this year. They don’t believe in winning the sale at all costs just for the numbers. Client relationships are more important.

Morgan exclaims, “My team members advocate for one another as a way for all to be successful.” He is the listing agent and team leader, while his wife, Karen, provides administration support. Team members have been with him for years, attesting to Morgan’s commitment to relationships. For instance, he has worked with his office and transaction manager for 14 years and his buyer’s agent for 11 years. More team members are planned.

The business focuses on homes in the urban core of this Northwest city. Morgan notes, “In-city sales are 90% of our business.” Specializing in historic homes—Craftsman, American Foursquare, Victorian—dating about 1890 to 1930, he knows his market well. “I live in a historic home in this area where I raised four kids,” Morgan says.

Even though his father was a builder and remodeler in Texas, he hadn’t planned to follow in his footsteps. He worked for 10 years in a non-profit youth ministry where he honed the craft of relationship building. Finding himself between jobs, he helped an agent/friend with advertising. “I

saw my friend building a business and serving clients”, says Morgan, “and loved the idea.” Now Morgan has a client database of 800, bringing numerous referral opportunities. He notes, “I like going deeper with the people that I know to build a database of relationships rather than a mailing list.”

He further builds on his business relationships by throwing an annual appreciation celebration just for his clients. “I have a great clientele that like to have fun,” he says. Celebrations are for 200 clients and include dinner and music. Smaller parties of 30-40 are for special clients that refer him multiple times every year. Morgan exclaims, “I want them to know that commissions pale in comparison to the value of my clients.”

With mostly repeat and referral business, clients already trust him. “I can listen, be honest and not have to worry about impressing them” Morgan says. “It frees me up to do a good job.” He is more focused on getting the property sold than trying to get the listing. Prelisting consultations are important to Morgan. “I have a good eye to know what will impress a buyer in order to get top dollar before the home hits the market,” he says. “Investing this time and effort in preparing the home serves us well.”



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