Central Virginia Top Agent Murdoch Matheson has a special affinity for the luxury properties, historic country manors, equestrian estates, agricultural farms, and sporting estates around Charlottesville, because they are part of his making. He was raised on a horse farm in the Middleburg area, and understands the unique requirements and complexities of land ownership and the responsibilities and stewardship required to own a farm in Virginia’s Piedmont. “To be successful in selling country properties, farms and estates requires a tolerance of a much longer sales cycle. A deal can take off and die several times before the final details are ironed out. Between farm managers, equipment, tenant housing, and leases there are so many moving parts it requires a lot of understanding from the brokers involved.”

Clearly, his insider’s knowledge of this world is serving him well, as he’s been the leading agent in property sales for his company for two years running. But he’ll be the first to admit, “everyone gets a hot hand from time to time and that can be five or six years in the making.” Coupled with a strong work ethic and aptitude for strategy, Murdoch is poised for long-term success as a REALTOR®.

He was drawn to a real estate career by the same things many agents find appealing: a flexible schedule and the freedom to conduct business for himself. “But now it’s is more than that,” he says. “It became clear there were two ways of doing business, one was about the deal, the other was about the relationships; I have always stressed the relationships. I put an emphasis on discretion, so I don’t ‘hound’ my clients. Their schedules are too important, but they know I’m there for them and always remain in contact.”

Even though he is dealing with a clientele who is accustomed to making significant deals, it doesn’t change the fact that buying or selling a personal property is still a life-changing transaction. “Generally speaking, a farm is one of the largest transactions most clients make for themselves and there is a balance of need vs. want. There is always an emotional compromise with what makes good financial sense.”

Murdoch strives to match clients with stunning properties that meet specific requirements. He succeeds by listening first, then conducting an exhaustive search and presenting everything that might be a possible match. “You can never tell what that one element will connect a buyer to the property they seek.”

He finds that with listings, the key is organized, detailed information. “With country properties in Virginia, you need local knowledge, maps, location markers, distances and understanding of the land that goes beyond the improvements, manor homes, barns and outbuildings.”

For Murdoch, it all comes down to the people, and understanding that every connection has meaning and value. “You have to recognize your ripple,” he says. “Each person is connected. My relationships are valuable to me beyond just business. People are more than a deal. If you put enough gratitude out there and work hard trying to do the right thing you will learn loyalty is a two-way street. My practice has systems in place, daily rituals I try to stick to further relationships, but it doesn’t feel like work. I would do it anyway.”

Murdoch and his wife support many nonprofit organizations and community groups including local art galleries, the Boys and Girls Club, Charlottesville Center for Contemporary Arts, and The Albemarle County SPCA. Most notably Murdoch sits on the board of The Scout Guide, a local publication promoting the services and small business owners of Charlottesville and roughly 60 other cities nationwide.

Going forward, Murdoch would like to share what he has learned by mentoring other agents. He is also looking to expand into more segments of the market so he can offer his unique brand of service to even more clients.

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