

TOP AGENT MAGAZINE

by Emily McGinn



Heidi Prosser

The Heidi Prosser Group of Keller Williams in Santa Monica, California has their finger on the pulse of the multi-family market. An ambitious marketing strategy, expert knowledge and a young, professional and cohesive team have made them the go to team for multi-family properties in the area.

In establishing her brand, Heidi Prosser runs this team a little differently than most commercial agents. “We’ve tried to bring this part of the industry into the 21st Century,” Heidi explains. “We have a strong online presence including social media, videos, and email blasts.” These video tours, marketing packages and analysis the team provides for their clients, reveal their high level of professionalism and attention to the smallest of details.

With the help of these technologies, the team is able to stay on top of all of the commercial transactions in their territory. Their geographic presence is unparalleled. “Controlling the inventory is key in this business. The focus of our team is to find real & motivated sellers. Then, the buyers typically find us,” she says. Their strong brand recognition and deep knowledge of the Hollywood, West Hollywood and Beverly Hills adjacent markets make The Heidi Prosser Group especially suited to these specialized properties. They are now expanding this focus to include Santa Monica & West LA. Working exclusively with multi-family apartments they are well versed in the specific rules and regulations that govern these properties, and cities, and can guide both buyers and sellers through the whole of the transaction.

Though these kinds of deals are more about price and location rather than emotional attachment to the property, Heidi makes sure to connect to her clients on a personal level; building a powerful network of clients in the neighborhoods she serves. “The community of buyers and sellers is relatively small,” she says. “When we meet a

client, we share with them the last several deals that have happened within a mile of their property. We can match newly available properties to buyers quickly and we are usually aware and or involved in all of the apartment building sales in the area.”

The efficiency of the team is matched only by their camaraderie. “Business has grown rapidly since starting to build the team,” says Heidi. “Everyone looks forward to coming to the office. Everyone works together really well and we are having a lot of fun.” The collaborative atmosphere is key to their growing success. With Zac Freehling, a junior agent in charge of business development, Alicia Broussard, Marketing and Escrow Coordinator, working behind the scenes handling all the inner workings of the office, and three more junior agents that have recently come on board, this team moves together to keep business humming, already reaching their sales goals months early and continuing on an upward trend.

As hard as they work together, Heidi makes a point to ensure that the job does not consume their lives. “I spend a lot of time traveling, and I love cycling, skiing, and just being in nature,” she says. Time in the mountains, away from the busy office, provides her with balance and clarity. “These moments make me a better agent, focused and ready to work when I walk in the office.” She encourages her team to do the same. “There has to be another reason you come to work everyday other than money,” she adds. “I invest in my team members goals both in and out of the office, helping them achieve the same well- rounded lifestyle that I seek for myself; it pays off ten times over,” says Heidi.

This approach leads to team members coming to work with a passion for their job and translating that energy into dedicated, skilled service. This small, young, tight-knit group of go-getters looks forward to growing the business together and expanding their reach into new neighborhoods and fostering the growth of their already powerful network.

To learn more about Heidi and the Heidi Prosser Group, visit www.theheidiprossergroup.com, call 310-774-3788 or email info@heidiprosser.com