

TOP AGENT

MAGAZINE

The Overton Team



Bringing Incredible Service Right Into Your Living Room

by Jaymi Naciri • photography Mike Moreland



On the TV show *Friday Night Lights*, the fictionalized town of Dillon, TX and its football fans serve as the backdrop for a tale of family and community ties. If the TV show was real, and you gave the main characters successful careers as real estate agents, the program would undoubtedly star Heidi Overton, Kim Schauerman, and Carol Gregory of The Overton Team. Just like a winning football team, “game plans” and hard work have turned this energetic group into one of the Atlanta area’s most successful real estate teams.

As it turns out, “*Friday Night Lights*” is one of the shows that Heidi and her children enjoy most. Perhaps they are responding subconsciously to the similarities in values and lifestyle.

“I watch the show with my kids, and we can definitely relate” said Heidi, founder of The Overton Team. “In the show you witness life and game situations where ethics and values are questioned and put to the test. It is important to my family and business that the community views us as honest and trustworthy first and foremost — I try to impress upon my kids that without those character traits it will be impossible to be successful in life, no matter what you do!”

“Like *Friday Night Lights*, being part of the community is who we are,” she added. “We go to the local games, we advertise in the program. I’m Team Mom for my son’s

football team and my husband announces the games. Carol’s husband is a full-time football coach and Special Education teacher, Kim’s son played on the High School team and her daughter is a cheerleader”.

Besides football, The Overton Team is involved in local church activities and programs; Carol was the elementary school PTA President and Heidi is Vice-President of the Board of Directors at St. Ives Country Club. “It’s just ingrained in us to be a part of our community that way.”

That strong attachment to family and community has helped Heidi, Kim, and Carol strike a chord with likeminded individuals, and turn peers, friends and acquaintances into clients—which is fortunate, considering they don’t fit the typical mold when it comes to their distinctive approach to business building. They aren’t exactly the types to door-knock for clients.

“Our business model is the complete opposite of many typical Realtors,” said Heidi, a dedicated wife and mother whose husband, Don, is involved in the real estate business through contracting and remodeling. “We get out in the community, we work hard, we show people that we truly care, and the community pays us back. There is no cold calling in this office. I couldn’t do business like that if I tried. We cultivate clients just through being in the supermarket or out on the tennis courts. We’re the anti-realtors.”

Heidi and team's unique way of doing things has certainly not hindered their success. On the contrary, The Overton Team, who are well-versed in all parts of Atlanta and specialize in the Johns Creek area, is one of the Top Teams in Johns Creek and is in the Top 20 Teams for RE/Max Greater Atlanta. Heidi also received the prestigious Phoenix Award, given to agents in the Million Dollar Club for 20 years. But for Heidi and team, sales awards are secondary to providing excellent service to their clients.

"We purposely don't carry 50 listings at a time, because it is important to us to be able to properly service our listings," said Carol.

Added Heidi: "We have turned away business because we didn't want to stretch ourselves too thin. Personal attention leads to satisfied clients, and satisfied clients are the truest measure of success to us."

Heidi, Kim, and Carol turn that personal attention on their clients and their specific needs, using their skills to help buyers find the ideal home and sellers put their best foot forward.

"We take our role as advisors very seriously," said Carol, a mother of three whose background was in pre-med. "We try to educate our clients on the market because people often have misconceptions about what the true value of their house is. We stay up on all the latest market trends so we can fulfill that advisory role for our clients. In changing markets, the onus is on us to get more educated about saturation rates, mortgage points, and other factors that may affect our buyers and sellers."

Added Kim, mother of twins, whose knowledge of new construction gives her a leg up when working with homebuilders: "As it relates to our buyers, we want them to be able to turn around five years from now and still feel like we helped them make a good buy. It goes back to the way we have structured our team. We don't just want to make a



sale. Our buyers really benefit from the excellent resources we make available to them, from quality painters to contractors, and whatever else they may need. Moving to a new town can be overwhelming and lonely; we try to help by introducing our clients to new friends, getting them involved in church, helping them navigate schools, and familiarizing them with the Country Club. It's more than a new house; it's a new life for them."

The team is equally committed to their sellers, and spends extensive time helping them prepare their home for sale, thereby resulting in an improved bottom line.

"We spend a significant amount of time getting our houses ready for the market, coordinating carpet, paint, and all the details that make such a difference in the presentation of the home," said Carol. "Clients hire us because they know our track record, and they don't have the time or the resources to do it all themselves."

Clients Mick & Mary Beth Andrews-Polich would attest to that. "When it came time to relocate, I knew I was going to need all the help I could get," said Mary Beth. "Prior to even listing, The Overton Team assisted us in getting our home market ready. With design sense and an ultimate understanding of the local market, these agents went above and beyond what we have ever experienced in working with other Realtors. It's not often you can have a 'one-stop shop' with a real estate group. This team is unsurpassed in their knowledge, abilities, willingness, and sensitivities. We'd do it all over again, without a doubt."

Pricing houses correctly is an equally important factor, and this is yet another area of strength for Heidi and the team.

"With our knowledge and years of experience, we are able to say to a client, 'This is what your house can bear now, realistically, in this market.' You can't buy that kind of knowledge," said Kim. "Well, you can, you just have to hire us!"



“We see people who have priced their homes too high, and they sit and sit on the market,” she continued. “Everyone wants top dollar for their house—that’s human nature. But you have to be rooted in reality about the market.”

Explained clients Nancy and Ron Rose: “We have been extremely pleased with how The Overton Team helped us through our two transactions. When we listed our house, we expected it to sell within six months. Instead, it sold within two weeks, while others remained on the market. We believe their ability to help us set the correct market price and their contacts within the real estate community were the major reasons why we were able to sell our home quickly.”

Heidi, Carol, and Kim are the beneficiaries of countless such glowing comments from clients who renew their resolve and make them grateful for the separate roads they each traveled on the way to becoming The Overton Team. Heidi earned her license as a young girl capable of “living off of a can of corn for dinner,” she said. In the 20-plus years since, her client load (and meal choices) may have changed, but her quest for perfection has not. Carol decided to get her license when her husband transitioned to a full-time coaching career from the corporate world, and quickly learned just how well suited she is for real estate. Kim felt her extensive volunteer work and involvement with St. Ives Country Club would translate well to a career working with people. She was right.

“Kim told me she got her license, and I told her to come work with me,” said Heidi. “Same with Carol. She asked me where I should go, and I said, ‘Right here.’ I was at the point where my business was expanding, and I needed help. I figured out early on in this business that working as a team is the best way to service clients, especially when that team is comprised of such hard-working, genuine, honest and dedicated people.”

Added Carol: “As a team, there is always someone there, you get and give a tremendous amount of support, and, if you have the right mix—which we do—you are able to present to clients a complete picture of skills, so that one person’s specialty complements another.”

Like a football team, everyone on The Overton Team has a different job and role to fulfill. Those complementary areas of specialization work hand in hand with Heidi, Kim, and Carol’s different personalities, allowing clients to feel secure in the knowledge that they have the full strength of the entire team behind them, but also get to work with the team member with whom they best mesh.

“I joke in the office that I’m the meanie,” said Heidi. “Somebody has to be able to say to a seller, ‘You might like purple, but the rest of market won’t.’ I am usually the one to take one for the team, so to speak. Kim is the nice one, the calming force and the voice of reason. Carol is like the Energizer bunny, always getting things done and doing so with a great attitude. We laugh a lot and have the best time when we’re together!”

Truth be told, that great attitude is shared by the three, who day in and day out feel fortunate to be able to do what they love, and balance their passions and commitments with coveted family time.

Said Kim: “I think it makes a difference to see that we don’t just talk the talk. Clients see the way we live—that we have close-knit families and that we are active in our community, and they know that we all want the same things.

But don’t let this group fool you ... Their real estate business is no game. Like Friday Night Lights, they work and play to be successful!

To reach The Overton Team, call 770-598-6986, email theovertonteam@bellsouth.net, or visit www.theovertonteam.com.