



With over 13 years of experience in the real estate industry and a thorough understanding of local market trends, Bill Morris of RE/MAX Capital City in Austin, Texas, brings a wealth of knowledge and value to both buyers and sellers. However, it's not just his expertise in the back end of the business that has brought him such great success in his career. It's his knack for building and maintaining solid relationships that also keeps his clients coming back.

Rather than focusing on one particular neighborhood or suburb, the needs of his clients take him all over Austin and surrounding counties. "My priority is to take care of my clients' needs first, rather than what will benefit me in the short run," says Bill. "I strive to get a thorough understanding of my clients' objectives and they know when they work with me, they'll always get honesty and integrity from the very beginning, whether it's good, bad, or ugly."

Acting as more of a consultant than a salesperson, Bill's constant analysis of the market allows him to educate not only clients, but other real estate professionals as well. He takes a proactive role in staying at the forefront of the industry with the work he does as a member of the Austin Board of REALTORS® and frequently blogs to keep people informed about what's happening in the market. "In my blog, I talk about many different aspects of the market, such as what's going on with the mortgage

industry and interest rates, or housing affordability in the area. These are important things that people need to know but don't necessarily come up in everyday conversations," says Bill.

In addition to the multiple designations he has acquired such as Accredited Buyer's Representative, Certified Distressed Property Expert, e-PRO®, and Certified Residential Specialist, Bill is proud of his efforts to elevate and enhance the professional image of REALTORS® and the industry itself. "I really do believe that we are a noble profession, but we have to work hard in the way we approach the job and our clients to gain respect and get others to recognize that what we do is important," says Bill.

In the past he has been involved with a number of professional standards committees at both state and local levels. "Although they don't have anything to do with generating business for me personally, these are the things I find most rewarding about my job," says Bill. "I also really enjoy being a counselor to so many different types of people in many different situations. Every transaction is a learning experience for me and I believe it is for my clients, as well."

And with each of those transactions, Bill generously donates a portion of the proceeds to the two organizations that he's passionate about: Children's Miracle Network and Hope Alliance, an organization providing emergency shelter, transitional housing, legal advocacy, counseling, and other services to victims of domestic violence. Outside of running his business, Bill enjoys running, biking, and surfing on the Texas coast.

In the future, Bill looks forward to watching his business grow by continuing his education and maintaining the strategies that have proven to be successful for him. "In this industry, you go through peaks and valleys but things always level out, so I'll just continue to buckle down and stick to the things that have always worked out for me."

With the majority of his business stemming from repeat clients or referrals, Bill has proven that he is a true leader in real estate. "I'm proud that I still get to see some of my earliest clients on a regular basis and extremely fortunate that I get to work with people I call friends."

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