

featuredagent

magazine



PHIL HERMAN



PHIL HERMAN

With a real estate career spanning 30 years, having sold more than 7,000 properties to date, and outselling over 3,000 agents for 27 years in a row, to say that Phil Herman knows his business is an understatement. And no matter what situation may arise in any given transaction, Phil has the solution.

From the get-go, Phil's focus has always been solely on his clients and their needs. "I determined early on that my business would never be based on units sold, geography, or commissions, but on the customer and their best interests," says Phil. "My job is to help one person at a time and do such a great job that at the end of the deal they become a raving fan. If I do my job correctly, my clients should be compelled to refer me to everyone they know."

As the owner of RE/MAX Real Estate Specialists, serving the Greater Dayton, Northern Cincinnati, and Greater Miami Valley, Phil leads an entire team of like-minded, high quality agents with the same philosophy and dedication to customer service. "Our operations systems revolve around what clients have come to expect from any business, and that's being FedEx fast, Disney friendly, and having the "it's my pleasure" attitude of the Ritz Carlton. Adopting these concepts has had a huge impact on my clients and has kept them coming back to work with me again and again."

He speaks highly of his team and the brand they've created together. "I really enjoy the team environment. Out of all the accolades I've ever received, I



feel so grateful for the people who joined my team because I couldn't do it without them," Phil says. "I provide the vision and bring buyers and sellers together. Everything else I get help with."

Without a doubt, his success is also a direct result of the recognizable brand he's created for himself, along with his willingness to devote every ounce of his energy to his craft. "This is a face-to-face business. When we're sitting right in front of a potential client, it's easy to help them. So it's crucial to find a way to get to talk to them in person, get to know them, and understand their needs," Phil says. "To do that, every agent should focus on building a personal brand right out of the shoot and have what I call the 15-second elevator commercial. It's that short window

of opportunity to initially sell yourself that will make a great first impression on a client. There are about a million real estate agents in the United States; how are you going to stand out so you're the one they choose?"

Phil's intense drive, easy-going personality, and strong desire to do right by his clients are the qualities that have propelled him to where he is today, yet he has no plans to slow down anytime soon. "I'm at a place where I enjoy real estate more than I ever have before, so I feel it's not the time to retire. Why stop





now when you've just gotten good at something," Phil says with a laugh.

In fact, he has recently launched a new project: as a national real estate consultant, Phil coaches agents from all over the country, one-on-one. "I enjoy doing it for so many reasons," he says. "It's really fun for me and I feel like I'm making a contribution by helping agents learn to service better, enjoy the industry more, and also to have a better lifestyle. It's rewarding to see the progress they're making."

Aside from his passion for all things related to real estate, Phil is also committed to keeping physically fit, and trains regularly five or six days a week. "I like

being in shape and believe energy begets energy. In this business you have to be both mentally and physically strong." He enjoys reading, watching movies, and anything having to do with the arts.

In addition, Phil donates his time and efforts to those in his community, often by lending his company moving truck free of charge to charitable organizations when the need arises. Additionally, he has taken part in serving food to the homeless as well as various other causes. "I think it's important to give back to this community who has given so much to me and my family over the years," says Phil. "One person can't do everything, but if every person just did one thing, that would make a real impact."

PHIL HERMAN

RE/MAX REAL ESTATE SPECIALISTS

DAYTON, OH 937.436.9900 | CINCINNATI, OH 513.244.5900

PHIL@PHILHERMAN.COM | WWW.PHILHERMAN.COM