

# featuredagent

magazine



Rob  
Wells



## Rob Wells

With his family rooted in Park City, Utah, since the early 1970's, Rob Wells has a vested interest in not only his clients, but in his community as well. His father, Bob, was a leader in the growth and development of the local area and served as a long-time executive with Deer Valley Ski Resort. "I grew up here, and after traveling the world while serving in the military for 20 years, my belief that Park City is the greatest mountain community was confirmed. I've yet to see a community so closely-knit, and witnessing the town further prosper is something I've cherished above all," says Rob. "Since 2008, I've been a real estate advisor primarily for one reason: to share the experiences this beautiful town has granted my family with others."

The local knowledge Rob possesses is second-to-none, which is an advantage that benefits his clients. "I know all the neighborhoods and comps in the area. I also network with many other local brokers

to find properties that aren't even on the MLS yet," says Rob. His expertise lies in condominiums and investment properties in lower Deer Valley, as well as the lower Pinebrook Developments.

In addition, he's partnered with a developer specializing in residential properties starting in the \$500,000 range. "When you're purchasing a property at these values, it's important to know the rich history of the area, and that's something I'm really good at because I have such an intimate knowledge of Park City and all the surrounding areas."

As a global real estate advisor at Engel & Volkers Park City, Rob firmly believes in establishing a relationship with each and every client based on honesty and integrity. "Sometimes buyers or sellers may not like what you have to communicate, but if you've done the work to earn their trust, they can be confident with the advice you have for them. This creates a



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win-win outcome for every deal,” says Rob. “If it’s not a win-win for everyone involved, I walk away. There is no commission on earth worth jeopardizing my personal integrity.”

So much of Rob’s personal character stems from what he learned as an Army Ranger and has led to his great success in this industry. “Loyalty and commitment are two of the most important values that transferred over from my military career to my real estate career. I learned that to be successful, it takes more than just selling yourself. It includes follow through, commitment, and loyalty.”

That commitment involves being available to his clients whenever they need him for advice, to answer

questions, or to calm the nerves or stress that are often par for the course during the buying or selling process. “It’s as simple as answering your phone,” says Rob. “Now, that also means working long hours. This isn’t a 9-5 job, but to be successful, you have to be there when your clients need you, no matter what time it is.” Rob certainly couldn’t boast a repeat client rate of 85%, one of whom he’s represented in more than 50 transactions, by doing otherwise.

Even outside of real estate, Rob is committed to serving others through the many charitable foundations he supports. “I sponsor the Peace House golf tournament, which benefits the local women’s shelter. I also sponsor tables at the Saluting Our Heroes annual event, and regularly make monetary donations to

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the Mountain Trails Foundation, Mountain Town Music, and Friends of Animals,” says Rob. When he’s not working or donating his time and efforts to supporting his community, Rob enjoys boating, scuba diving, and of course, hitting the ski slopes during the winter.

Looking ahead, Rob will continue to offer sound advice to his clients while further expanding his

reach in the Park City area. “I want to continue to serve my clients without losing sight of who I represent and what the end goal is,” says Rob. “When I can work with a family and guide them through the process, remove all the negativity that can come along with a typical transaction, and help them find a place to call home... that’s when I know I’ve done my job. That’s exactly what I enjoy most about real estate.”

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