



Just a few years after settling down and starting a graphics business together, Chad Willmore and his wife were ready to start investing in their future through real estate. Throughout the process of searching for properties, Chad took a keen interest in the industry, closely watching the market and following the trends. And later, when close friends asked for his expertise while they hunted for a house of their own, Chad jumped at the opportunity and led the way.

“They were really impressed with the way I helped them out and made the comment that maybe I should become a real estate agent,” says Chad. “That comment stayed with me, and in 2013, I went out and got my license.”

Today Chad, a REALTOR® at Berkshire Hathaway HomeServices in Davison, Michigan, serves his clients throughout North Oakland, Genesee, and Lapeer counties. What he loves about real estate now are the very things that drew him in to begin with. “I really enjoy the marketing aspect of it along with all the daily ins and outs,” says Chad. “But simply helping people get through what can be a very stressful time is the most rewarding part of it all.”

Chad’s dedication to helping people find the right home, along with his honest and upfront approach, are benefits not only to his clients, but his business as well. “Client satisfaction with my service and representation is my top priority, but it’s also what keeps my clients referring others to me,” says Chad. After only a few years in the business, over 30% of his business currently stems from referrals.

The dedication Chad shows to his craft has also played a huge role in increasing his business by 130% over the last year. “The best advice I’ve ever received was to work harder than expected and always be the first one

there and the last one to leave. I’ve applied it to everything I do,” Chad says. “When I have a showing appointment, I like to show up early to walk the entire house and take notes so I can give my client all the information they need. And when it’s over, I don’t leave until after they’ve pulled out of the driveway.”

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As much as client education is important to Chad, his own continuing education is equally important. “This business takes a lot of dedication and anyone thinking about getting into it needs to be willing to invest in themselves and commit to learning. For the first six months of my career, I came in to the office two hours early every day just to listen to the podcasts of some of the top coaches,” he says. “Continuing to learn and stay on top of the industry trends is going to give you that edge. You have to keep learning every day.”

Outside the office, Chad enjoys spending time with his family, including his wife and three teenage daughters. Supporting charitable organizations is something he also enjoys, namely Big Oak Ranch, a home for boys in Alabama. “I was sent to live there as a teen and it made such a big impact on my life,” says Chad. “When I was there, I had house parents who later left to open up their own home in South Carolina, Eagle Harbor Ranch.” Chad has sponsored a child from Eagle Harbor Ranch since 2005 and in 2015 started sponsoring a child from Big Oak Ranch as well.

The future is looking bright for Chad, as he looks forward to expanding his presence in the real estate industry. “I recently took a management position in our office and within the next year I’ll be getting my broker’s license.” He assures us, “I’m not slowing down anytime soon!”

Chad Willmore

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