

featuredagent

magazine



AUSTIN
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Not many REALTORS® can trace the history of their business back four generations. But Wisconsin real estate professional Austin Gannon is one of the fortunate ones who can. His great-grandfather was the first to enter what would eventually become the family business. “He originally began working for Stark in 1921, then started his own brokerage, the Roy A. Gannon Company, in 1937, which is now one of the oldest surviving real estate brokerages in the Madison area,” Austin explains. Eventually, his grandfather took over the business and moved it to Monona Grove; followed by Austin’s dad who moved it to McFarland when it was his turn to run it. When he retired, that’s when Austin knew it was his turn at bat. “I went to college and got a degree in business finance,” he says. “I knew I wanted to do something with real estate at some point, so in my senior year I decided to get my real estate sales license.” Austin graduated into a less-than-ideal job market, and ultimately decided real estate was the

way to go. “I decided to jump into it fresh out of college and I’m glad I did. I hit the ground running and never looked back.”

His age at the time meant he was a perfect fit for working with first-time home buyers, many of whom are now coming back to Austin to help them sell their starter homes and find their move-up houses. “I feel I’m at a turning point in my career where I’m growing along with my clients,” he says. “My goal is to one day have all repeat and referral business.” There’s every reason to believe Austin will meet that goal sooner rather than later, considering he’s already seeing at least 80% referral business. So what is it that keeps his clients coming back and telling others about him? “I think it really comes down to having a sense of trust in the agent you’re going to work with,” Austin says. “People see me as the expert in the market and feel comfortable turning to me for advice.” His expertise doesn’t end



with the home buying and selling process, however. He also has an extensive construction background, which is something else that gives his clients peace of mind. “My dad has a construction company and I grew up working in it through middle school, high school and college,” Austin says. “I know houses from the ground up and not just the outside in. I think that’s something that really sets me apart from other agents and allows people to have confidence in me and the decisions we make together.” Austin also never loses sight of the fact that his clients are making what is likely the biggest investment of their lives. “Being trustworthy and having integrity are two very important factors when you’re helping clients with something so important,” he says.

As a fourth-generation REALTOR®, you’d expect that Austin has probably received some pretty good advice along the way. “I’ve heard quite a bit,” he says. “But I think the best advice I’ve received was



when someone told me to never stop investing in myself.” For Austin, that means making an effort to further his real estate knowledge through seminars and classes, and earning designations such as the ABR, CRS, and GRI. Now that he has more than five years in the business under his belt, he has some words of wisdom to offer as well. “For someone just getting started in real estate, I would tell them to buckle their seat belts because it’s a wild



ride,” he says with a laugh. “I would also tell them it can be a very rewarding business, but it takes time to become successful. Don’t get into it because you think you’re going to make a lot of money right away. You have to be willing to do the hard work of learning the ropes and building your client base. Everything else will come in time.”

Austin makes it a point not to get caught up in chasing after industry awards and accolades. But there’s one honor from early in his career that he still finds meaningful. “My first year in the business I took a job with Keller Williams,” he recalls. “I ended up being their third highest producing new licensee for the state of Wisconsin. It took me by surprise because I wasn’t keeping track of numbers or anything and earning that meant I had successfully done things

that were outside my comfort zone.” Since then, he has focused even more on the satisfaction that comes directly from working with clients. “It’s a good feeling to help people get into homes or sell their homes when needed,” Austin says. “I enjoy getting my clients into the place where they can raise a family and live life.”

It’s clear that Austin is cut out to continue his family’s successful legacy in Wisconsin real estate. “Long term, of course I’d like to focus on expansion and growth,” he says. “Right now I’m getting my feet wet in the residential construction side of the business as well, by starting my own construction company. I want to get that to a place where it’s solid and running smoothly, then I can start hiring and move into the growth phase.”

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