



When he was just 15, Lake Geneva REALTOR® Tyler Meyer had something that even people twice his age often lack. He had vision. “What really opened my eyes to real estate was doing an internship when I was 15 years old,” he recalls. “For a short period, I followed a top producing agent around, helped out with his direct mail program and learned about the business.” Intrigued by what he saw, Tyler wasted no time getting his real estate license shortly after he turned 19, and closed on his first property within 45 days. That was almost seven years ago and Tyler shows no signs of slowing down any time soon. He’s licensed not only in Wisconsin, but California as well, with an additional license in Illinois soon to come.

In a business dominated by older agents, Tyler has never seen his age as a disadvantage. In fact, he believes the opposite is true. “I think being younger is an advantage,” he says. “Clients are looking for honest answers, and someone who is working hard. A lot of agents still think they can sit by the phone and make a million dollars a year, but that’s not really possible in this market.” Clearly he’s doing many things right, considering he is close to closing almost \$30 million in business so far.

Tyler believes his full-service approach is one of the many reasons his clients bring him their repeat business,

and share his name with others. “I’m advising my clients from beginning to end,” he explains. “Because I have a really good relationship with a local lender, I can walk them through the pre-approval process. I can also advise

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clients on design ideas if they’re flipping a property or are first-time home buyers. I really make an effort to refer all the services they need.” Honesty and integrity also play key roles in Tyler’s success. “I’m known for protecting my clients,” he says. “Real estate is such a problem-solving business. It seems something new arises every day and I have to be available to take care of it. But the bottom line is I want clients on both sides of the transaction to feel like they’re getting a great deal.”

The unpredictable nature of the business is actually one of the things Tyler enjoys about it the most. “I love that every single day is different,” he says. “Buyers and sellers just want honest answers and someone who really cares. Since deals are so complicated these days, every portion of the transaction is important. They really want someone who is on top of things.”

Living in Lake Geneva means some of the area’s most popular recreational opportunities are quite literally in Tyler’s backyard. “During the summer you’ll find me on a boat out there as much as possible,” he says. “I also love travel and am fortunate to have friends in many states that I can visit.”

It’s hard to imagine things going any better in the business for Tyler than they already have, but he has big plans for the next few years. He is working hard to reach his goal of being recognized as a 30 Under 30 REALTOR®, (he’s already been a Top 50 finalist). He will also be expanding his business into Illinois and eventually, California. “I was fortunate to be mentored by Josh Flagg from Million Dollar Listing L.A. I plan to actively start to sell in California and eventually be working at Rodeo Realty in Beverly Hills.”

Tyler J. Meyer

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