



Dayton real estate professional Adam Martin has just one regret about his chosen career — he wishes he'd started it sooner. A lifelong love of design and architecture sparked his interest in real estate, but when his sister jumped into the business at 19, he held back, thinking he needed to be financially stable before he made the leap. "Now I wish I would have started at 19 like she did," he admits. "But she left the industry to travel the world and I'm still in here and loving every minute of it. It is definitely the career I was meant to have."

Adam now leads a team of agents serving the Dayton suburbs throughout Green County, and is in the process of opening offices in Tennessee and the Gulf Coast of Florida, to have a presence in the areas his out-of-state investors are interested in. "The way my team is set up, I focus primarily on the listing side and work heavily with investors," he explains.

The team approaches residential transactions "a little bit differently," by focusing on the story and soul of a property, rather than relying strictly on statistics. "We believe

in finding out the history of the property and what stories people have shared there, because in the end real estate is a very emotional decision," Adam says. "Selling on an emotional level allows us to receive the best price for our seller." And because he has a young team who seamlessly utilizes technology, they're able to keep the process simple and straightforward. In fact, one of the taglines they use is 'Real Estate Simplified.' "When we take listings, there are no gimmicks," Adam says. "We spent two years developing a very simple system to take a lot of the stress out of it for clients."

Clearly, their clients appreciate this simplified approach, as more than 70% of the team's business comes from repeat clients and referrals. But it's not just the ease of the process that keeps them coming back, it's also the bonds they form. "We treat every property as if it's our own," Adam says. "When we truly feel that, we can serve our clients better and make that emotional connection to the property. Without it, you're just selling a product."

Adam leads his team by example, and offers this advice to them and anyone else thinking of a career in real estate. "The biggest thing is to know yourself. Know what you're capable of and how much you want to invest yourself in it," he says. "This is very much a business where you get out what you put in. If you're just in it for yourself and you're not committed, don't do it."

For Adam, that commitment extends beyond the business and into the community as well, with a focus on events and initiatives that help children. Adam's oldest son has autism, so there's a strong focus on helping autistic children. The team also recently hosted a benefit for juvenile cancer research and they are in the process of coming up with a program that allows a portion of the proceeds from the sale of each home to benefit autism research.

As his business continues to grow, Adam is excited about what the future holds. In addition to expanding into Tennessee and Florida, he and his partner recently became developers. "He was actually one of the first clients I ever worked with when he was flipping his first house," Adam says. "Three years later we've done numerous flips and investment deals. We recently broke ground on our very first model home to try our hand as developers. It's the natural next phase."

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