



after joining Paramount Realty, Brian spearheaded the residential department within the company and has seen steady growth ever since.

Serving the Greater Waco area where he was born and raised, Brian has enjoyed helping his clients accomplish their real estate goals, while finding creative ways to market their properties. “Doing what I love means

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working with clients to find exactly what they want, and because I still do speaking engagements, it also means assisting other professionals discover what their passions and ambitions are, and then help make those come to fruition,” he says.

Brian’s fresh approach to the business is just one of the strengths he plays on to bring in new clients and keep them coming back. “Utilizing the experience I gained as the Marketing Director at The National Banks of Central Texas, I’ve been able to bring a lot of new ideas to real estate in terms of marketing. I don’t use any cookie cutter strategies. Every client and every home gets a unique, custom marketing plan to showcase the home’s features,” Brian says. “In today’s complex market, selling residential real estate requires knowledge, creativity, experience and enthusiasm to bring attention to a seller’s home to get it sold, rather than just putting a sign out front and waiting for someone to call.”

Maintaining the philosophy of always aiming to be an industry leader, Brian frequently networks with other agents not only to learn about new properties coming on the market, but also to share ideas and insights, and discover what will set him apart from the others. “I’ve spent a lot of time studying real estate demographics and learning who the local agents are and what makes each of them unique. When I first started I studied the top five agents in my area, and I did that because I wanted to know who I was going to be working with the most. They’re not just going to be my competition, but more importantly, my biggest advocates.”

Growing up, Brian watched and learned invaluable tricks of the trade from his mother, Ginger Townley, owner of Paramount Realty & Management. “I have always had a love for real estate, so I decided it was time to practice what I preached,” says Brian. “I took all the necessary steps to get licensed and got right to work.” Shortly



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Outside the office, Brian actively contributes to his community. He is a supporter of Mission Waco and Midway ISD Education Foundation, an organization dedicated to enhancing the quality of education to students in the Midway Independent School District. “There is something developmental about engagement. Both of these organizations offer a process for students to identify and use their strengths. My family and I recently made it possible for 16 of the youth at Mission Waco—an organization that caters to underserved children—to travel to Washington D.C.,” Brian says. “I’ve been very fortunate to travel all over the world through my speaking engagements, and I thought it was important to give that opportunity to those who wouldn’t be able to otherwise.”

Recently, Brian was recognized as a 2016 Distinguished Alumnus by Midway ISD Education Foundation, and he also received the Divine Servant Award from Mission Waco in 2012.

Exemplifying his love of real estate and professional development, Brian spends much of his spare time writing motivational and industry-related articles for several Waco magazines, and has also written a book called RIPPLEEFFECT, in which he guides readers on how to be a leader and an inspiration to others. “I enjoy writing and those articles are just one more way I can contribute. I’m very proud of my hometown and I love being able to give back to the people here.”



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