



While serving an incredible nine combat tours in Afghanistan, Brian Ferguson was also formulating a plan for what he would do when he got out of the military. “I had grown up on construction sites, from laboring to contracting, and started thinking I wanted to get into real estate,” he recalls. “I checked with my wife to make sure she was on board because it’s a career that affects the whole family.” Once Brian got his wife’s buy-in, he began to do extensive research so he could hit the ground running when the time came.

Now a licensed agent on the Jim Becker Team at Berkshire Hathaway Home Services Fox & Roach, Brian serves clients along the Mainline of Philadelphia and throughout Chester County. Committed to always putting his clients first, he calls upon his 23 years of military service to guide him in his real estate career. “I have a lot of discipline and I know how to formulate short- and long-term goals,” Brian says. “I’m always there for my clients because it’s about them, not about me. People want an agent for life and I try to bring that to the table.”

While researching the pros and cons of a real estate career, Brian discovered that one of the keys to success is to have a measure of financial stability before taking the plunge. “Clients are very smart and they can tell if an agent is focused on the money,” he explains. “I put clients first, and when they’re ready to buy, they’re ready. They appreciate the extra time I give them to make decisions without feeling pressured.” Brian also finds his clients take note of the fact that he truly enjoys his job. “I’m out there having fun every single day because I get to meet great people and show million-dollar homes. If clients can see you’re enjoying yourself, that makes a big difference.”

Along with investigating the basics of real estate, Brian took it a step further and also researched who the top three agents in Philadelphia were, then reached out to them to see if he could arrange a mentorship. “I’ve had a lot of other agents ask me how I felt confident enough to do that so early in my career,” he says. “But during my time in the military I guarded the Secretary of Defense and other VIPs and even met the President, so it didn’t feel intimidating to make that move.”

Brian’s confidence and commitment have earned him recognition in both his civilian and military careers. As part of the Jim Becker Team, he is in the Chairman’s Circle. And among the many military honors he received over two decades, one of them he’s most proud of is the Bronze Star, awarded for meritorious service. “My clients appreciate hearing about that and it means a lot when they thank me for my service,” Brian says.

As Brian works on growing his base of repeat business and referrals, he makes it a point to stay in contact with clients. “I always write down important dates and birthdays,” he says. “You’ll never get repeat business unless you’re genuine and continue to reach out to clients. That’s why they come back.”

When he’s not working, Brian spends time serving the community as a member of the Masons, and assisting other veterans who are experiencing PTSD. But spending time with his family takes priority above all else. “I was away so much in the last 20 or so years, now I’m getting to do a lot of things I feel like I missed out on.”

## Brian K. Ferguson

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