

featuredagent

magazine

Matthew
Norman





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While many view real estate simply in terms of helping clients buy and sell homes, Tacoma/Bellevue real estate professional Matthew Norman takes it further. He sees it as an opportunity to share his curiosity, passion and excitement for the wealth-building aspect of real estate with his clients to help them purchase an investment that will positively impact their financial future. But surprisingly, real estate wasn't initially in Matthew's career plan. "I attended the United States Military Academy and was planning on being an Army officer," he explains. "But I ended up not passing my pre-commissioning physical because of a heart irregularity." Returning to Washington, he was faced with the task of choosing an alternate career path. "I started to learn more about real estate, network with other professionals, and realized I could have a really big impact on people's lives through this work."

Now, Matthew is part of the Gallagher Real Estate Group, and focuses his business primarily in Pierce and King Counties. But he's happy to help clients wherever they may need him, particularly military families. "Working with them is just a small way I can pay them for back for their service," Matthew says. As part of a team, he has access to expertise on a number of topics, including purchasing at foreclosure auctions, land development and new construction. "Being part of a team allows each of us to serve our respective clients better and if something isn't in our direct area of expertise, we have additional resources we can tap into."

Matthew acknowledges that potential clients in his market have almost unlimited choices for representation, which makes creating a point of difference even more critical. "Some agents will offer a reduced



commission to attract clients. But rather than just cutting our commission, we look for opportunities to leverage our skill set as a team,” Matthew explains. One important distinction he cites is working under the mentorship of his team leader, Greg. “He has 25 years of experience and when complex situations arise — and they always do — being able to call on that experience is a huge advantage.”

Before joining his current team, Matthew worked in another brokerage where he soaked up every bit of knowledge possible. “I oversaw hundreds of transaction for other agents. Rather than having to go through those transactions one-by-one by myself, I saw a lot of situations and challenges and learned how to work with different types of contracts.” He also spent nearly three years getting things organized and implementing systems to increase efficiency,

efforts that were recognized with the Operations Staff Member of the Year Award.

Being organized and system-driven isn’t the end goal itself, however. They are simply what allow Matthew to be more focused on building lasting relationships with his clients. “I believe if I focus on taking excellent care of people, the rest works itself out,” he says. “I can’t let myself focus on worrying about the commission or a million other distractions.



If you really focus on the relationship, getting to know somebody, understanding what their goal is and what's important to them, the money comes; referrals come.”

That philosophy has certainly proven true for Matthew. He is one of the fortunate few agents who

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can say that all of his business comes as a result of repeat clients and referrals. “Through mentorship I learned the #1 most valuable marketing opportunity that a lot of agents overlook is one’s personal sphere of influence,” he explains. “I’ve built a system of keeping in touch with my sphere to let them know what I’m doing. Whether it’s a database drip campaign, newsletter, or phone call, I am checking in regularly. It just makes sense to take care of the clients you have now, rather than always looking for new ones.”

As a team, Matthew and his colleagues support their community through involvement in the LUNGeivity Foundation. “My mentor, Greg’s sister has a rare form of lung cancer, and we are all committed to supporting her,” Matthew says. “We provide monetary donations and do walks, fun runs and other activities. It’s also an opportunity to educate people that 30% of lung cancer patients never engaged in the high risk behavior we usually think of being related to it.”

As he continues to build his business, Matthew continues to grow, as well. “I love that through all the challenges of building a business, I feel like I become a better person every day,” he says. “I truly believe that when a person commits and focuses to bettering themselves, they can better the lives of others. Through challenging myself to serve clients better and add value, real estate has become much more than a job.”

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