



There are plenty of reasons why Hunter Potter, with Realty Executives in Port Huron, Michigan has become such a highly sought-after real estate agent. After all, Hunter's dedication to helping others achieve their goals of homeownership is frankly, palpable. "I get to help people buy not just a house, but their home — where they are going to make memories," he says. Hunter knows just how much that means to others, and says that purchasing his own home not long ago was a huge milestone. "I'm going to watch my son take his first steps in my home," he says with pride.

His passion for helping others to experience the American Dream of homeownership is supported by incredible discipline, which is the result of his years spent in the United States Marine Corps. "I'm up every day at 5am on the dot. The Marine Corps taught me to be very aggressive and hungry," says Hunter. "I incorporate this into my work. One of the biggest assets I bring to my clients is my commitment."

To that end, his daily routine includes ongoing educational efforts, through listening to various real estate podcasts in effort to continue learning something new each day. He also reaches out to clients with a daily text update every morning.

"I know what it's like to wonder 'how did the inspection go?' When you're buying a home, you don't want to sit around and stress or worry about what is happening. So, I

give my clients an update of what to expect that day," he says. "I believe that communication is incredibly important, particularly with first-time homebuyers."

Additionally, Hunter's local market knowledge is incredibly beneficial to his clients. Born and raised in Port Huron, he's proud to have returned to his Michigan roots after having been stationed in various locations while serving in the military. "I'm a hometown REALTOR[®]," Hunter says. Today, he uses his lifelong familiarity and knowledge of the local markets to not only work with buyers and sellers, but to encourage others to build their lives in the local community as well.

"I'm active with many nonprofit organizations and am dedicated to giving back, and encouraging others to stay in Port Huron, open businesses, and support the local community," he says. Incidentally, in addition to his thriving real estate career, Hunter and his wife also own a women's clothing boutique in their hometown.

Although fiercely disciplined and professional, Hunter also insists upon having fun with his clients, and with his career. "Buying a home can be stressful. I try to help people set aside the stress, by making it a fun experience," he says. As such, his marketing efforts reveal his lighthearted nature, as he takes time to express himself creatively, often on social media. "I create a lot of videos. I try to make them fun," says Hunter. "I've used cool drone footage of the Blue Water Bridge, and I've even made some marketing videos with my 5-month-old son. I put something fun out every day."

Continuing he says, "Buying a home is a big deal. It's your biggest investment, so it's not something I take lightly, but I suggest that everyone find a REALTOR[®] who can help them focus on how cool this experience is, even if it feels stressful. A REALTOR[®] should add value, because it is an exciting experience." Laughing he adds, "No one should work with someone they dread calling."

If his accomplishments in real estate so far are any indication of the success on the horizon, Hunter is poised to have a long, thriving career ahead. Already, word-of-mouth referrals are fueling his career to the point that he's beginning to grow a team by adding an assistant. "I make it a point to grow my business every day. Each day is an opportunity to be able to help someone achieve their goals, to guide them through the process of being a homeowner. I just love it."

Hunter Potter

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