

# featuredagent

magazine



Shannon  
Pyatt





## Shannon Pyatt

There is no disputing that Shannon Pyatt, Broker/Owner of Lake Norman Dream Homes, Inc. is an absolute standout when it comes to selling homes in the greater Lake Norman region. As one of the top 10 agents in North Carolina, and the top team in the Charlotte MLS, Shannon's success is easily verifiable. But what's most fascinating about Shannon is his complete candor in talking about mistakes he made earlier in his career, and his honesty in sharing how an epiphany changed everything for him, but more importantly, for his clients.

"For ten years, I was focused on the wrong aspect of real estate. We're taught in real estate school that 75% of our time should be spent on prospecting for new business. So, I did that. Until my business coach reminded me of a quote from the great Zig Ziglar, who said, 'No one cares how much you know, until they know how much you care.'" From that moment on, Shannon says everything changed. "I started focusing 75% of my efforts on serving the people I

am working with now, or had worked with before," he says. "I saw that I could improve and impact lives, when I stopped thinking about the transaction and starting thinking about the relationship."

Much of this can be traced to Shannon's deep Christian faith, which has been reinforced and strengthened over time, through his involvement with Grace Covenant Church. Indeed, Shannon, a former shock jock radio announcer has been a drummer for the church's Worship Team for nearly a decade. He has also turned to his faith to guide his career. "I began to develop and live by my motto of 'providing quality service with the heart of a servant,'" he says sincerely.

To that end, Shannon says that once he changed his perspective on his career, his work became ever more rewarding, allowing him to truly get to know those he is honored to serve in real estate. "I work for clients, like I work for God," he says. "I tell my clients that they are always going to get the best of me."

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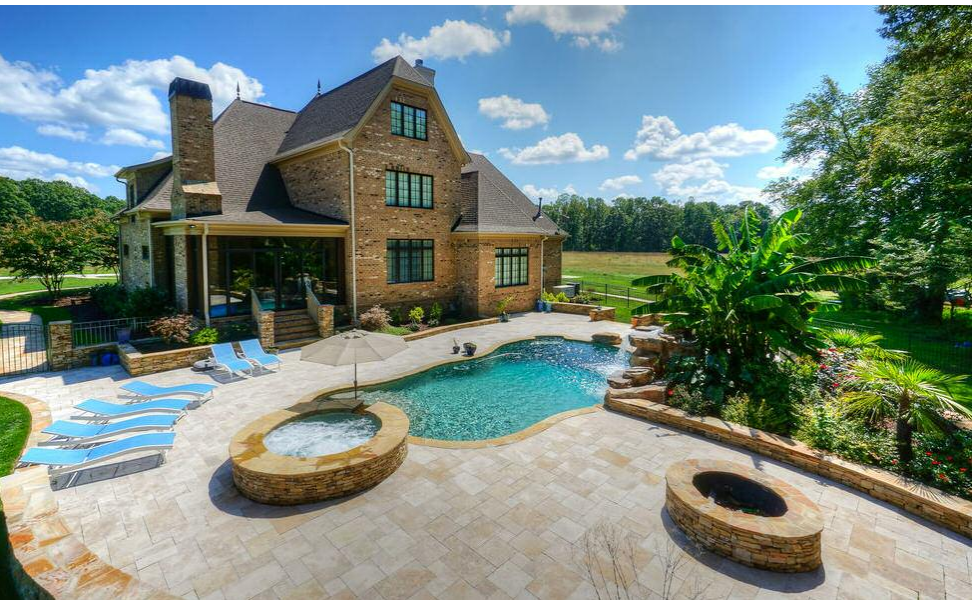
The best of Shannon is truly remarkable. From using drones, to 3-D tours, professional photography, and an innovative online marketing initiative which often results in his listings receiving more than 10,000 views online before they even hit the market; Shannon does not cut corners when it comes to giving each listing second-to-none marketing exposure. He cites a quote from Denver Broncos player Justin Forsett, who said: "Why be good when great is available?" as his source for inspiration when it comes to providing premium marketing for his listings.

However, Shannon doesn't believe in putting forth extra-mile efforts exclusively during the purchase or sale of a home. Instead, he continues to put forth the efforts to serve others indefinitely. "I write handwritten notes. I provide items of value to

clients every month. I have coffee and lunch meetings, where real estate isn't even discussed. I want to know about my clients' families, their lives, their children," he says. "This is a relational business, which is my favorite thing about it."







Not surprisingly, as a result of keeping in contact with those he works with, Shannon says he is frequently honored to be invited to weddings, or to see a new baby, which are rewards he says he never expected from a career in real estate. But he wouldn't trade these incredible blessings for the world. "I put my faith into everything I do, and I've been so blessed as the result," he says humbly.

Suffice it to say, Shannon has clearly made his own unique mark on the real estate industry in North Carolina. He's endorsed by Dave Ramsey, and he's received the ERA Leader's Circle Award for the past three years in a row, which is an award that less than 1% of ERA agents ever receive. His business is more than 95% by referral, and he provides the same service to those listing a \$5 Million home, as he does to those listing a \$100K home for one simple reason. "It's not about us," he says. "It's about our clients, and service to others. I am proof that if you help enough people get to where they need to be, you'll get there yourself."

As for when Shannon isn't helping others to achieve their real estate goals? There's nowhere he'd rather be than spending time with his own family. "When I have free time, I'm with my incredible wife, Leah, our amazing children Maleia, Maggie, and Shannon. Spending time with my family is truly priceless."

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