

featuredagent

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Austin
Reed





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Austin Reed

Honesty, loyalty, and service. These values were ingrained in Austin Reed from a young age. Today, they are also the pillars of his thriving business as a Senior Loan Officer and Branch Manager with Guaranteed Rate in Boston, Massachusetts.

After studying finance, political science and economics in college, Austin knew he was headed into finance in some capacity. “I was recruited by a client from another industry and that’s what first drew me into the mortgage world,” Austin explains. “It has really played strongly to my strengths and the things that I enjoy, such as numbers, interpersonal relationships and communication.”

Austin has worked very hard to build his business organically and today, nearly 95 percent of his business is referral-based. “My business primarily has been built in and around Boston and the greater New England area, but I have expanded over the years, through clients, REALTORS® and referral partners that have relocated or branched out to different areas,” Austin says. “I lend nationally and have done business in a majority of the 50 states.”

Austin and his team are dedicated to providing the highest level of care to each and every client. “We treat everyone we work with like they are our only client. We walk them through the process step by

step, and we are always available when they need us, including at night or during the weekends,” he says. “We like to take the opportunity to educate people on the process as a whole, especially first-time buyers or newer clients. We fully understand that this is a huge decision for those we work with, and we take a lot of pride in what we do.”

Through constant contact and technology—including the use of organizational software which tracks every step of the loan—Austin aims to stay one step ahead of the curve by keeping all parties in the loop at all times. “As a team, we pride ourselves on transparency, honesty and proactive communications,”

Austin says. “We are never going to hide anything from our clients; we want to maintain clear and honest communication throughout the entire process.” This approach helped Austin and his team close hundreds of mortgages last year, and achieve an average net promoter score above 95 percent.

Austin has received a host of accolades throughout his career, beginning with Rookie of the Year his first year in the business. He has been a President’s Club Producer for the past five years, and has earned a spot in the Top 1% of originators in America. But what he finds most rewarding is the appreciation of his clients at the end of the process. “The thank you



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cards and phone calls we receive are the greatest reward,” says Austin. “When our clients realize the gravity of the process and are thankful for their new home, that is so gratifying for us.”

Outside of the office, Austin gives back to his community through coaching gymnastics and soccer — sports he was very active with growing up. He is also involved with CrossFit coaching and charity events.

In his free time, Austin loves spending time in the great outdoors. Whether playing sports or exploring new destinations through his love of travel, he is

never too far away from his clients. “One of the great things about being in this industry is that I can do it from anywhere,” Austin notes. “If I am away for a long weekend, I can set up in a conference room all day and be out exploring at night. With a successful team behind me, clients usually don’t even realize that I’m not at my desk.”

Looking towards the future, Austin plans to continue growing his business and expanding his team. “We’re hoping to be above the \$100 million per year mark, all while continuing to improve the customer experience.” With his drive and continued dedication to his clients, there is no limit to what Austin Reed can achieve.

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