

featuredagent

magazine



ERIC T. NEITH



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Eric T. Neith was involved in the real estate field for nearly two decades as an investor before earning his license in May of 2015. At that point, he left behind the catering business he'd been running for eight years and began working in real estate full-time. He expected that with his entrepreneurial skills and background in investment, it'd be a smooth transition. However, there were more than a few bumps in the road. He was left to figure out how to structure a business, arrange schedules, and attract clients, with very little guidance from his fellow agents. Now, as a seasoned agent himself, Eric makes a priority of showing new agents the support and mentorship that he needed back then.

Eric joined EXP Realty in September of 2020, and started his team in April of 2021. In just over a year, the team has grown rapidly to include 14 agents who are

all actively selling properties. To Eric, seeing his team grow and develop is worth more than any award. "Their success is just as important as my success," Eric says of his team, and his actions prove his words. He works hard generating leads for newer agents so they can build their own clientele. "It's very important that everybody gets a cut of the pie." The team culture is carefully designed to lead to happy, satisfied agents who are always learning and progressing and want to stay with the team long-term. This environment of collaboration, rather than cutthroat competition benefits not just the agents on the team, but the clients they work with as well.

One thing his clients know they can count on is availability. Eric's team works all over the Lehigh Valley in Pennsylvania. They keep very busy covering such a large area, but the fact that they are always ready to step



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in for one another assures that nothing falls through the cracks. Someone can always cover an unexpected issue or spontaneous property viewing if needed. “We’re readily available,” Eric explains. “Loyalty is big for us. You have to make every client feel like they’re your only client.” He also makes a point of giving clients what they need, not what will lead to a quick sale. “I’d much rather show someone 20 houses that work for their family, than just push them into what probably isn’t the best thing for them long-term. If you do the right thing with the clients you’re working with, the business will always be there.”

His results certainly speak for themselves. Around 85-90% of the team’s business comes from referrals and repeat clients, who clearly appreciate the reliability and integrity they’ve come to expect from Eric and his team.

While the agents on Eric’s team put a lot of dedication into their work, they make time for other things, too. Along with team building activities, they also engage in community service together. Last October, they threw Halloween parades for the local community. In November they gave away gift cards to allow families in need to buy supplies for Thanksgiving dinner. Eric likes serving



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others on a personal level, too. In fact, he says it's his favorite part of working in real estate: "Helping a client achieve something they never thought they could." Eric also enjoys educating people on the various programs and tools available that will allow them to go from renting to owning when they may not have realized it was an achievable option for them.

When he isn't working, Eric enjoys spending time outside. He may be hiking, riding his motorcycle, or just taking in the great outdoors. More than anything, he loves spending time with his eight-year-old daughter. Relationships matter to Eric — with his family, with his fellow agents, and with his clients. That's what makes him the kind of agent anyone would be lucky to work with.

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