



# Dwayne Leatherwood: Empowering Dreams Through Real Estate

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*Celebrating the excellence and insights from one of ERA Live Moore's Top-Producing Brokers | REALTORS®, Dwayne Leatherwood.*

**Success Strategies: "What unique strategies or approaches have you adopted that contributed to your success in real estate throughout 2024?"**

For me, it's been about staying connected with other brokers in the industry as well as the community. Networking is essential in real estate, and by fostering these relationships, I stay informed about market trends and opportunities. Additionally, visuals are crucial when buyers are looking for a home. I make my listings stand out with professional photography, drones, floor plans, and professional writers. This includes 3D tours and virtual tours, ensuring that my listings capture buyers' attention, which in turn benefits the seller.

Another key strategy is staging. I ensure my stager spends time with every client, regardless of the price range. Everyone is treated equally and made to feel important. This attention to detail and commitment to quality makes a significant difference in client satisfaction. Furthermore, staying connected to buyers and sellers long after the transaction is vital. They know I'm always available and there for them. This ongoing connection plays a crucial role in securing referrals, which constitute about 90% or more of my business. I don't just sell them a house or sell their house and forget about them. Plus, I continually educate myself on current trends and marketing strategies. Never stop learning.

**Market Insights: "How have you adapted to the evolving real estate market in 2024, and what trends do you think will shape the industry in the coming year?"**

Technology is the cornerstone of adaptation in 2024. Staying on top of the latest trends in marketing and retaining buyers is crucial. Additionally, educating buyers and sellers on why it's always a good time to buy or sell a home is essential. There's no better investment than home ownership or home investing. As the market evolves, embracing new tools and platforms to enhance the buying and selling experience is imperative.

**Client Relationships: "Building and maintaining client relationships is key in real estate. Can you share an example of how you've gone above and beyond for a client and what impact it had?"**

This happens in so many transactions. Being present is key. The buyer knowing that I'm always there, ie: inspections, meeting vendors, talking to the attorneys, etc.. They will never feel alone in the process or wonder what they need to next to move forward in the transaction. I hear this from so many, that they appreciate the fact that they felt that their hand was being held throughout the entire home buying or home selling experience.

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**Career Milestones: "Looking back at your career, what do you consider your most significant milestone or achievement, and what lessons did you learn?"**

Never make assumptions. Don't assume anything about a person. The ones you think may not be able to afford a home may fully surprise you. Treat everyone with the dignity and respect. they deserve whether they're spending \$100,000 or \$10 Million. One of my favorite stories is a boat captain I sold a condo to. He bought a condo for \$172,000, approx a year and half later he referred me to the yacht owners owner and they appreciated the way I treated their friend and captain so much they hired me to purchase a home for 4.6 Million. Someone always knows someone else, so treat people with respect and be kind to everyone.

**Advice for Aspiring Agents: "What advice would you give to aspiring real estate agents who look up to you as a role model, especially in the current market scenario?"**

Never give up. Set your goals high, but not too high to where they are not achievable, and do what it takes to achieve them. Always be positive and use positive affirmations whether in your mind or written on a vision board. Look at your vision board every day. Tell your higher power what you want, what you're worth is and go for it. Work hard and ALWAYS answer your phone and stay in touch with people. These days, people think it's OK to text or call back a few days later. NOPE! If you can't answer, let the person know you'll be in touch soon and be in touch.

Make people feel important. Learn & listen from others who have more experience, more years in the business and are the type of broker you want to be. Also, never get too big for your britches. Stay humble, but confident. Showoffs are not attractive in my opinion. Being humble and showing concern is what attracts people to one another. That's just my opinion. though.

*Dwayne Leatherwood is a top-producing real estate professional serving clients in the Raleigh and Triangle Area of North Carolina. An ERA Distinctive Properties Sapphire Award winner and Leaders' Circle Honoree for more than 5+ years, Dwayne is the go-to luxury expert in his market, where he has truly distinguished himself as a leader in the competitive luxury marketplace.*

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