

TOP AGENT

MAGAZINE



Hunter Croan

Top Agent Hunter Croan is the perfect ambassador for the Central Texas lakefront lifestyle. A former Collegiate Wakeboard National Champion, he was recently featured on HGTV's "Lakefront Bargain Hunt." "More than 90% of my sales are waterfront property," he says. "I primarily work the area between Canyon Lake and Seguin, and all the lakes and rivers in between including Lake Dunlap, Lake McQueeney, Lake Placid, Lake Seguin and Meadow Lake, as well as the Guadalupe and Comal Rivers."

Hunter entered the real estate business with a clear plan for success. "I did a lot of research into what the top producers were doing in major cities like Atlanta, Houston and San Diego," he explains. "I found the agents who have the highest internet presence were typically the #1 producers. I'm emulating that strategy and putting about 90% of my marketing efforts online, including building multiple optimized websites for different areas of focus." This strategy is paying off, as Hunter is frequently the first or second result in a Google search of keywords for the area's lakefront and riverfront property.

Hunter also credits his organizational skills with giving him a competitive advantage. "When I first got into the business I was selling about \$3 million a year and thinking I couldn't handle any more than that," he says. "Then I stepped back and realized I needed to reorganize and become more efficient. I put systems in place, many of which I still use to this day," he continues. "My goal was to be able to sell up to \$20 million a year by myself and the last two years I've hit about \$16.5 million per year." Hunter recently hired an inside sales/transaction coordinator to help with the increased demands on his time.

"I'm selling a lifestyle, not just a property," Hunter says. That's one of the many reasons his clients choose to work with him and refer him to others. "I live the lake lifestyle every day and I know my clients appreciate how much I can teach them about that," he says. "I stay

in touch with a lot of my clients just by seeing them out and about on the lakes."

Maintaining a good reputation is another aspect of the business Hunter takes seriously. "I'm not in this business to make a quick sale," he says. "My reputation is my business; if I have a bad reputation I'm going to have a bad business. I'm always honest with my clients about all the good and bad aspects of a property." Hunter adds that he tries to do for his clients what he would do for himself if he were buying or selling any given property.

With Hunter's continuing success, it's no surprise he's been honored with industry recognition, including being named the #1 individual producer in his office annually since 2008. He has also been ranked among the San Antonio Business Journal's Top 50 Agents every year since 2012. Yet for Hunter, the most rewarding aspect of his chosen profession is the job itself. "I love what I do," he says. "I wake up every morning and I'm excited to go look at lake houses!"

Going forward, Hunter plans to continue growing his business, but never at the expense of offering his clients one-on-one attention. "I want to build a team to further streamline the back end of the business so I can do more of what I love to do, which is selling waterfront real estate," he says. "I feel so fortunate to be doing something that allows me to live on the water, and work."



To learn more about Hunter Croan of Keller Williams Realty call 830.221.6969, email huntercroan@hotmail.com or visit www.LakeHouses4Sale.net