

Realtor Maverick

by Kayla Eddy

Ryan Serhant enables agents to build their own brand.

DOWNTOWN has been along for the ride with Ryan Serhant on his rise to the top of the New York real estate industry for as long as we can remember. From our CEO Grace A. Capobianco hosting Million Dollar Listing watch parties in her building, to catching up with him for DOWNTOWN's 2014 Harvey Keitel issue, we've been excited to watch his career grow.

Ryan has been in the real estate industry since 2008, but he adds, "I didn't start my own company to just go and start a company. I started it because everyone else forced me to." Other companies weren't adapting to the market, and Ryan saw an opening for himself. "The company I was at, and every other firm, were not providing the services that were necessary to be successful in 2020. Every other company is a traditional brokerage and we like to think of ourselves as an unbrokerage."

Agents at SERHANT. are given all the tools necessary to grow themselves, their brand, and their business. "We allow agents to work with us to build their own brand empowered by ours, to use our tech to do more business, use our education platform to continue to reinvest in themselves to learn more about being the best salesperson they can possibly be, and using our media powers to really amplify their success to build a career for themselves."

"We are a powerhouse," Ryan says, and rightfully so. They are the most followed real estate brand in the world, and SERHANT. also has an in-house production studio: SERHANT. studios. Because of this, "we can put our listings in front of more eyeballs than any other brokerage firm and we have more access to opportunities than anybody else for our buyers. I couldn't do all this at a traditional firm where you'd just be a number. I didn't want to do that anymore."

Not just anyone can work at the real estate powerhouse that is SERHANT. "I was kind of sick and tired of other firms who only cared about agent growth at all costs. If you have a pulse, you can work there. There are no regulations on quality. It's just all quantity. All they talk about is how many agents they have. How much business they do comes second, and I really wanted to flip that around. I'd rather say, 'Look how efficient we are. Look how great our agents are.'"

For that reason, Ryan has created some rules for the agents he brings on. "Our primary agents have all been in the business for at least five years, so that was the first kind of rule." But there are always exceptions to the rules. "There are certain agents where, even if you haven't been in the market for at least five years, if you've done a considerable amount of business, if you've

built your own brand, if you've done an incredible job on someone else's team, then we should still talk because we might be the right place for you."

Because of Ryan's rules, the team at SERHANT. is unmatched. "I'm looking for people that are high energy, high enthusiasm, and high empathy at the end of the day. If you can wake up everyday and be excited about what you do and also have the ability to work with people when they're happy and when they're sad, you can be an incredibly successful negotiator. So that's how we've been choosing who gets to work here." *DT*