

# TOP AGENT MAGAZINE

## KEN HARTER



If you're looking to sell a home in California's South Orange County or the surrounding area, you'll want to call Ken Harter immediately. Seriously, right now.

That's because an incredible 75 percent of Ken's listings go for asking price or above, while his competitors only manage that feat 25 percent of the time. Ken nets his clients anywhere from 40 to 80 thousand dollars more on the sale of their home. "A standard practice is for agents to automatically lower the price on a listing every ten days it's on the market, just to turn it over," Ken explains. "Not me. I'm more aggressive with my initial pricing of the home, and more proactive in my efforts to sell it. I'm not interested in being known by the volume I sell. My reputation is built on the quality of the work I do for clients."

Ken started his career in 1998 while working as an audio engineer in New York and flipping houses on the side. "I paid real estate agents good money to do little more than list my house on their MLS and wait for phone calls. I decided I could do better than that on my own, so I got my license." He subsequently moved to California to continue pursuing his recording work, but when the market for his business dropped, he became a Realtor full time. "I was good at it—and my wife is incredibly good at it—so it made sense to form the Harter Group."

They're a good team to have on your side and especially in your neighborhood. In most, if not all, of the communities they work, they're solely responsible for increasing home values beyond the market trends. It's what every homeowner wishes for: a team dedicated to adding equity into your investment and making sure that it's not about one transaction. It's about setting strong trends in your neighborhood that makes your neighborhood the most attractive to live in, whether you're a buyer or a seller.

This year alone, Ken and Ashley expect to double the business of The Harter Group. He's already in the

process of expanding his business. "We're interviewing agents right now. We have to grow in order to keep up with the volume. It's a good problem to have!"

One factor driving that growth is the extremely effective marketing strategy Ken employs. Every listing is captured in professional photographs and videography as a matter of course. But Ken also gathers drone footage if the view and size of the lot warrants it, supplementing the MetaPort technology (used by many agents to create virtual tours) with iGUIDE, allowing for a much more comprehensive sense of the property. "Instead of just a 3D dollhouse view of the home, this technology actually allows the buyer to see where they are in the floor plan while taking the tour. This really helps out-of-state and international buyers get a good feel for the house. We get lots of offers sight-unseen because of it." Each listing gets its own website, along with being marketed across all of the social media and real estate sites.

The second reason for Ken's success is the personal connection he makes with his clients. "My favorite part of this is the friends I make. Our relationship extends beyond the closing. I'm always meeting people for dinner, exchanging holiday cards, texting to see how they're doing. It's not work—just friends hanging out."

At home, Ken and his wife dedicate themselves to their children, who are two and five years old. "Playing with them—seeing the world the way they see it—keeps us young," Ken laughs.



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