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Andy Beasley
broker/agent of the month



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Andy Beasley



Andy Beasley knows perhaps better than anyone that it takes just as much work to stay at the top as it does to make it there. For more than 35 years, Andy has been a multimillion-dollar producer and consistently ranks number one in individual sales in the Nashville area according to the Nashville Business Journal. He credits hard work, extensive marketing and advertising and surrounding himself with a great staff. Since 1975, he has led Brentview Realty Company as broker-owner and a top sales producer. His personal sales production has reached an astounding \$47 million in 2005, more than \$55 million in 2006 and tallied more than \$33 million during the first half of 2007. His approach, whether working with his clients to buy or sell a home, or guiding a select team of agents and assistants, has always been to lead by example. That has meant being available seven days a week, 24 hours a day if needed.

“My job is to be a professional resource for my clients and that is something I have taken very seriously since getting into this business,” Andy says. “My value to my clients is my ability to market their homes and help them get top dollar return on their investment.” A third generation real estate professional, Andy remembers fondly his time tagging along with his father to homes he was building or selling, while being a regular fixture at many of his father’s open houses as a teenager. After graduating from Middle Tennessee State University in 1970, Andy was hired by a family friend who was the largest homebuilder in the state. The first few assignments were to problematic developments where sales had

been slow to almost non-existent. The experience gave Andy the opportunity to focus on the importance of determining the most likely buyer and directing the advertising and promotion to reach them. The lessons he learned in those first days, weeks and months selling new construction homes have stayed with him for nearly four decades.

“That was fantastic on-the-job training for a young REALTOR®,” Andy recalls. “I learned a great deal, but most of all I learned the value of determining the best buyer for a particular property. You can show a property to a hundred prospects, but identifying an ideal buyer early on in the process can save both time and money in marketing a home.” Andy became a top producer for the company and earned a reputation as an outstanding young real estate professional. His sales volume increased each year and included selling 76 condo units in one year. After several years selling new homes and condos in, sometimes, very challenging communities, Andy decided he had attained the necessary skills and experience to open his own brokerage. In 1975, Brentview Realty Company was founded with the goal of servicing the communities of south Davidson County and Williamson County, including Belle Meade, Bellevue, Forest Hills, Franklin, Green Hills, Nashville and Oak Hill. A lifelong resident of Brentwood, Andy possessed a unique knowledge of the area that would only increase in the years to come. Brentview Realty quickly earned a reputation in the community as a company with both talented sales professionals

Brentview Realty Company Unmatched Service and Sales Spanning Generations of Clients. ————— by Chris Metcalf • photography by John Hampton, JHAMPTON Photography

and community knowledge. Andy led the company in sales and his leadership example, with customer service and availability as his hallmarks. He attracted eager sales associates and grew the business to approximately 30 agents by the late '70s. However, bigger is not always better. "After growing our business to 30 agents I knew that we either had to keep growing and become a competitor in the market with the national chains, or we could downsize and refocus

home is such an emotional time and I have been there for those special moments thousands of times over the years." He has been a part of five transactions with one particular home in Brentwood and has helped his friends, Bill and Margaret Brewer, during 11 transactions. These kinds of relationships, built on trust and professionalism, are the reason Andy loves this business. Building lasting relationships and partnerships is another Beasley tradition.



on our core business." Andy decided to scale the business back to just a few people with the focus on the immediate communities. Today, the company has less than 10 associates and several assistants. "We are small by choice. Some people call it a boutique real estate company, we call it just right." Keeping Brentview Realty small allowed Andy to focus on his clients as a real estate professional. He chose to remain an active sales broker/agent as opposed to a managing broker because he simply loves the action, the thrill of working closely with clients to sell or purchase a home. Over the years he has built incredible relationships with clients who have become lifelong friends and whose generations Andy has served. He has worked with up to three generations in the same family as clients buying and selling homes. "I have had the great pleasure of working with such wonderful clients for more than 37 years," Andy adds. "I think back and remember so many people I've been able to share a very special time with. Buying or selling a

On top of the foundation he has built with satisfied clients, Andy has formed alliances with community and industry leaders, business associates and approved vendors. In his nearly four decades of working in the market, he has been a member and board member of a number of organizations including GNAR and Williamson County Board of REALTORS®, a board member of Delta Dental Plan of Tennessee, the Brentwood Country Club, Franklin Road Academy, Brentwood United Methodist Church, Brentwood Morning Rotary Club and Green Bank. He considers the relationships he has developed and strengthened over the years to be among his greatest assets when working on behalf of his clients. "Not every REALTOR® can pick up the phone and call the president of a local bank or a local elected official, but my years of experience and reputation as a professional have allowed me to make these calls and get results for my clients. This ability, along with a great amount of due diligence and negotiation skills, has served my



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clients well.” Another marquis element of Andy’s service offerings is relocation. He is an approved relocation broker for a number of leading services, including Cendant, Prudential, Weichert, Primus, and SIRVA relocation services. He is also a member of Armstrong Relocation National Network. In working with these relocation firms and multinational corporations, Andy is called upon to handle everything, down to the finest detail. “Relocation is a unique aspect of real estate. You are called upon to be both a sales professional and an ambassador for the community. And much of the time the client will be an executive with a large corporation. They expect us to coordinate all components of the transaction and we take great pride in delivering an unmatched level of service.”

To meet each client’s needs, whether purchasing a new property or selling a home; Andy offers concierge service through a list of approved vendors. These businesses have been proven through years of working with Andy and the Brentview Realty team and can be trusted for inspections, remodeling, pest control or any need that arises. Years of dedication and trusted service extend well beyond Andy to several members of the Brentview Realty Co. team. Working beside Andy for more than 21 years has been his personal assistant, Linda Jackson. He relies upon Linda to coordinate his schedule, communicate with clients, other real estate professionals and vendors and to keep the office running efficiently. “Linda is just extraordinary at what she does. Her loyalty and insight are vital to the ongoing success of our company.”

The family-like atmosphere of the company is reflected in a number of ways. The building they occupy today is the same one in which the company was founded in 1975. Members of the team

share in the success of the company and work to see continued growth. And five years ago, a fourth generation of family entered real estate when Andy’s youngest son, Garrett, joined the team as a sales associate. “We are a family here. Having one of my children join the family business means a great deal to me.” Family is one of a few things more important to Andy than real estate. He and Martha, his wife of 31 years, raised two sons and a daughter in Brentwood and spent a good deal of their time attending sporting events and school activities. Now that their children are all grown, Andy and Martha have a granddaughter to spend time with and celebrate. “My family has been with me every step of the way in growing this business. They have understood the commitment it has taken to become and remain a top producer and they have supported me each and every day. I really feel like I am blessed to have such a wonderful wife and children to share any success I have achieved.” ★

Andy Beasley

Phone: 615 373-2814 or 800-722-9223

E-mail: andybeasley@realtor.com

Web site: www.andybeasley.com.

