

# TOP AGENT MAGAZINE



## William Bustos

As the #1 REALTOR® in the state of Utah, William Bustos says he's living the dream. During his twenty years in the real estate industry, William has closed over 3,000 transactions, giving him the experience and skills to rank as a national expert in his field.

William first entered the industry six months after graduating from college. Within ten months, he had been awarded Rookie of the Year for the Salt Lake Board of REALTORS® and went on to be #1 volume in the state his first year, as well as #1 in the nation for the Better Homes & Gardens Network. Following seven years at Better Homes & Garden, William analyzed different ownership options in real estate. Approximately five years ago, William joined Keller Williams, which he believes has the best model for running his own business with many opportunities for growth.

During the mid-1990s, William averaged \$17-18 million in team production but he says the job was labor intensive with very tight profit margins so he dismantled his team and sold real estate by himself for a number of years. In January 2008, sales had dipped to \$11 million. He set out to learn new techniques to increase sales by expanding his business model to include REO's and has expanded his personal real estate holdings. He owns several apartment complexes and is building out 30,000 square feet of commercial office space. William believes in having both vertical income and horizontal (passive) income.

William leads a team of four sales agents and five administrators, averaging approximately \$60 million in volume per year. William's business comes from two primary components, the traditional market and corporate accounts, including REO's and hedge funds. Even as the REO market was diminishing, his business increased by 18%, which he says is largely due to his approach. William has added an ISA (Inside Sales Agent) Department to dramatically expand his lead generation tools. By the end of 2015, his Call Center

will have four full time ISA's generating leads to his team of nine sales agents.

William manages over both the REO and traditional transactions of his staff. The dual component system has fared well for William. He adds, "Lots of agents walked away from REO business but I have chosen to maintain it. The key since I've started selling is to put up more signs because signs generate the best leads. This has helped me increase my REO business and while expanding my traditional piece, no matter what the market may bring." William's business territory extends to six different Utah counties.

Keeping in touch with past clients is essential to generating referral business. William started an annual catered movie event for his client base 19 years ago, an opening weekend of a blockbuster movie with a red carpet experience. For the past 18 years, William has hosted a Thanksgiving Pie Event, giving out pies and dinner rolls to over 250 past clients. His pie event is always coupled with a food drive striving to donate 1000 pounds of food every year.

The sheer volume of William's production has led him to structure a business model that allows continued growth. He adds, "If you want to increase the bottom line, you've got to specialize in something. I specialize in the organization and the execution."



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[www.williambustos.com](http://www.williambustos.com)

(801) 918-3737 | [admin@williambustos.com](mailto:admin@williambustos.com)