Xperience Real Estate expands in Texas with new partnership

Xperience Real Estate, a Keller Williams agent expansion team, had added the Deldi Ortegon Group to its nationwide roster of partnerships.

With the addition of The Deldi Ortegon Group, an eponymously named 15-member team in McAllen, Texas, that inked $26 million in sales last year, Xperience now operations in 26 cities across a dozen states including Idaho, California, Florida, Georgia, Missouri, New Jersey, Oregon, Tennessee, Texas and Virginia. In August, Xperience added teams in Tennessee and New York.

Deldi Ortegon

“Deldi has consistently been the top performer in her marketplace for the last 25 years,” Xperience CEO Chris Suarez said in a statement. “We are looking forward to expanding that market domination into surrounding communities allowing her to deliver her consistent results to even more families in the coming years.”

In a statement, Ortegon said she wanted to partner with Suarez because of his proven track record in helping teams grow effectively and efficiently, which is evidenced by the $145 million in sales and $3.7 million in gross commission income Xperience generated in 2017. Expansion teams, as Inman has reported previously, are platforms in which talented independent contractors receive leads, systems and technology from a parent company, akin to similar models at Uber, Airbnb and TaskRabbit.

“Chris lives and breathes the top business practices for real estate,” Ortegon said in a statement. “He doesn’t dream it, he does it. He coaches it.”

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Xperience Real Estate CEO Chris Suarez

Currently, an Xperience Real Estate member is on the ground in McAllen, tasked with leading recruitment, hiring and training efforts for Ortegon’s team. From there, Suarez will help Ortegon create systems for wealth building and money management and implement an effective lead generation strategy that includes online and traditional methods to bolster her team’s productivity.

Looking forward, the CEO says his team is looking to add a few new teams to its roster before

year’s end with a special emphasis on the Texas market. Two of Xperience’s leaders, Holly Preistner and Regional Director Phillip Gazca, are based in Austin and McAllen, and are leading partnership efforts across the Lone Star State.

“I believe that based on our leadership there, we could really gain a huge market share across the state,” Saurez said.

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Source: click here