

TruTalk Episode Five - Advisor, Counselor, Friend

[00:00:00] You are listening to the TruTalk podcast. In today's episode, we've got Jill Miller and Stevee Baskerville of the Miller Baskerville team of Helen Adams Realty.

Well, thanks for joining us, Jill and Stevee. Um, let's start off by telling us a little bit about how you got in real estate. Jill, why don't you start? Well, it's kind of a funny story. In the early two thousands, I was a stay-at-home mom with my young kids and I was wandering through the neighborhood in Cotswold that we lived.

And chatting with people as I do, don't laugh. And uh, several times they would say, you know, I'm looking for this house. And I would say, I just talked to so-and-so and they're about to put their house on the [00:01:00] market. And three times they bought the houses truth. Oh, so you were an unpaid realtor? I was an unpaid realtor relative that, that's what my husband's interesting.

And so when it came time for my youngest to go to kindergarten, I was transitioning back into the workforce. My husband. Why don't you give real estate a go and see what you think of it? And so that's how I took the class in 2004 and started in real estate. Yeah. Okay. So let me ask you, what did you do prior to Ah, so before I had kids, I was a large scale event planner, so I threw conventions and trade shows all over the country.

Oh wow. And, um, worked for a really entrepreneurial guy and so traveled the country with semis. In my early twenties and set, set those up and so it was big time project management, people development. Mm-hmm. So, Then I stayed home for a while. It was great. Oh, that's great. Yeah. Yeah. So did, did you find some of the skills from the, um, event planning transferred to real estate?

Certainly the stamina they needed. Yeah. Right. Um, the [00:02:00] energy and the stamina and the really listening to people and being able to make connections and, um, to know how to leverage resources. Mm-hmm. So, uh, relationships and skill sets are really important in both. Mm-hmm. Very interesting. Yeah. And then Stevee, tell us about, Origin of getting into real estate?

Well, I was originally a physician's assistant, did family medicine and ear, nose, and throat, and then like Jill decided to stay home with the kids for a few years. Really wasn't for me, love my children, but I definitely felt the pull back to the workforce. My husband and I. Invested in some real estate projects and it just really interested me.

So I went and took the classes, approached him, it was 2011, not the best time to get into real estate. Said, you know, I wanna give this a go. He reluctantly said, okay, let's do it. And kind of took off. And you're being modest. It didn't just take off. If I'm not mis. You were awarded Rookie of the [00:03:00] Year in your first year?

I was with my company at the time, um, rookie of the Year, and I just felt like the education piece of medicine parlayed really well into real estate cuz really we're educating people on the market and the process of contract closing and that sort of thing. And so what makes real estate more interesting and more satisfying to you than, than, uh, being a physician's assistant?

Well, Not necessarily more interesting, but more satisfying is the piece where I have a little bit more control over my schedule. Mm-hmm. And can, you know, dip out to see the children when they were little and now get home and see them, you know, when they get home from school when the schedule allows.

Sure. Yeah. Yeah. And, and your kids were neighbors. Um, and our, our kids are, are friends and um, so you've got two kids in high school? I do. Senior. What's McKenna? She's a sophomore. Sophomore, right? Yes. Time is fleeting. Yes. It feels like it's going. So real estate's been [00:04:00] good for raising a family? It has. I mean, we're busy.

We stay busy and a lot of the times, you know, you feel like you've gotta choose between the phone call and the conversation with the child at the time. But, um, Jill understands that really well. She has her own children and so. Is really great about letting me, you know, sneak home at two 30 just to catch them when they come home from high school.

Cause that might be the only 15 minutes they give me during the day. Mm-hmm. And so I catch up with them then. And before they ignore you again. Exactly. Exactly. We know the feeling. I, I definitely do. Yes. And Jill, so you're, you're empty nesters. So We are, yeah. So this is interesting. So you, you both kind of got in, um, as a second career into real.

And when did you start Stevee? 2011. 2011. Mm-hmm. So you start a little bit later, but how did you find each other and how did this team form and, and why? Yeah, so it's interesting. Um, so I had been doing real estate since 2004 and I took a little hiatus from 2012 to [00:05:00] 2014 and got pulled back into real estate on a team, and I watched the power of a.

And how important it was to really play to your skillset and leverage in a very positive way, help others play to their skillset. Right? And so when I jumped over to Helen Adams in 2000 and. 15, 2014 or 15, I thought, okay, so Helen Adams provides this huge backdrop of resources that I can use so that I can be front facing with people, know the market, but I really wanna partner in crime.

And so it took me six years to find someone, wow. Six years that I was looking for, for a teammate that wouldn't be, you know, senior, junior, but would be a partner with me as we, you know, moved forward in the business. And, um, I. God's Truth. I, we were at an open house, a broker open in Dilworth. I can see the house and Steve and I had a two minute conversation on the front porch about the house and [00:06:00] maybe a resale where a cross that we had just done.

And I walked away and it just hit me. I'm like, that's it. That's it. That's my partner. And not to get too sappy, but I started to cry. I'm like, that's it. Oh, that's great. And I'm like, okay. That must be some sort of a crazy wacko. Um, and I called Stevee and said, so I have a crazy idea that I sort of wanna talk to you about, very timidly.

And, um, she didn't hang up on me and we had the conversation and it was about six weeks later. Mm-hmm. That we became partners. Mm-hmm. Oh, that's great. I, I remember talking to you during that time. Yeah. I relied on, we were, we were chatting and was like, I got approach. What do you think? And well, I felt like it was too good be to be true because Jill's phenomenal.

All right, well, let me, let me follow up flattering, so let follow up on that. Yes. You made a post on May 3rd, 2021 on your Facebook, and it read champagne and orange. Lucy and Ethel Peanut Butter and Jelly, [00:07:00] and at the, at the top of it said together better. Mm-hmm. So yeah. Together better? Yeah, very much so.

Who's Lucy and who's Ethel? Oh my goodness, I haven't thought about that. What a great Halloween costume that will be. Um, we take turns probably depending on whose hair is on fire at the particular moment. Right, right, right,

right. Peanut butter and. Well, I'll take peanut butter. Oh, for shrimpy jelly. Okay.

Champagne and orange juice. Champagne. Oh, I'm happy to be orange juice. Okay. All right. Okay, so it works. Yes. I love it. Yeah, very much so. Oh, that's fantastic. Yin and yang people have called us Yin and yang. Yeah. What's the best part of being a team? For sure. It's having two brains. Hmm. On a common goal, I guess.

Mm-hmm. When we're, you know, dealing with a transaction, it's really nice to know that there's somebody there that I can call if there's a complicated issue or if there's just something that I've not seen before and know that she's as invested in the situation as I am. Yeah, I would, [00:08:00] I would say the same thing.

It's really nice to, I call it a proxy. That's what, why it took so long, and I think that's a really positive thing. It's nice to have a. You know, where, um, I know I trust Stevee implicitly, and our clients trust each of us independently. And to me that provides huge quality of life and also quality of business, right?

Mm-hmm. That, that is huge. And that's what I was looking for. And a partner in, I mean, it's high five. Yeah, I'm glad. And so, and so the partnership started in spring of 21. April, 2020 went terrible time. I was saying the market was nuts. It, it was just crazy Then. Yeah, we were both crazy here and fire at the time.

It really gave you an opportunity to, to test out that partnership going full throttle, right? It did. It did. Yeah. Fry pan into the fire. Yeah. Yeah. How would you say you navigated that? Like what if someone was thinking about building a team or starting that, what would you say [00:09:00] helped you both communicate and, and stay on the same path?

That's a really good question, and I think we'll probably have different, I mean, I think finding somebody that works very similarly to you mm-hmm. Works as hard as you do, you know, takes it as seriously as you do, and kind of is working toward the same goal. If you have those things, it kind of works itself out.

I mean, we definitely have caught our stride over the past several months. Mm-hmm. Because it was a little trial and error. Mm-hmm. You know, I don't know that you can have a perfect formula going in. You just kind of work it out as you. Open communication, figuring that out as you go along. Yeah. And figuring out what open communication looks like.

Mm-hmm. You know, and how everybody works. And I, I would say you really need to have a long-term view. You know, this is not a, it's, I've, I've made the analogy, it's like getting married at 40 or 45. You are two people said in your successful ways. Right? And you're coming together to make it even [00:10:00] better. And to do that, there's certainly bumps.

And if there are not bumps, it's probably not the right partnership. Right? Mm-hmm. Right. You. Good point. It's how you work through the bumps then, right? That's right. Matters. That's right. You mentioned Helen Adams, and you talked about the team. Um, why, why Helen Adams? Because, uh, you know, you could take this team anywhere.

Mm-hmm. What's so special about the broader team of Helen Adams? It's, it's just a fantastic company. I mean, I, I was at a different firm before, loved my old firm as well. Every time I had a cross sale with a Helen Adams, The level of professionalism and also just courtesy and um, you know, just the way they treat people.

Mm-hmm. In a way that it just really stands out and then you meet the Adams family and you just, it warms your heart. I mean, they really are truly a family business. Mm-hmm. And they really care about all the [00:11:00] agents there as if we are part of their family. You hear that and you're like, that can't really be true.

But it actually was true. I mean, that's been probably, um, second to Jill, that's been a very pleasant part of the transition. Sure. I would, would say one of my favorite parts of the transition. That's awesome to hear you say that. Yeah, I I would summarize it by saying there is invested in our success as we are in our client success, and so to be at a firm where, Every time there is a desire, a need that's meaningful.

Mm-hmm. That helps us do business better. They really research it. They try to enable us to be front facing with our clients. Well, through data, through marketing, through amazing stats, um, through a really, it's such a family feel. It's very cozy. It is. I've been to your office and I feel that every time.

Mm-hmm. Mm-hmm. You definitely feel a sense. [00:12:00] Um, uh, a deep sense of community mm-hmm. Versus a corporate environment, but yet you have the support mm-hmm. Right. Of a very professional organization. Absolutely. And there's a ton of real estate that goes through that office. Excuse me. Jeff threw out some stats just a couple weeks ago, and we are the highest volume independent agency in Charlotte.

Mm-hmm. So, uh, very interesting. Which is very interesting, and I didn't know we all just sort of put our heads down and. Um, and to find out that I'm like, well, I'm not surprised. Mm-hmm. And it's great to know. Yeah. And, and it shows in the agents. Mm-hmm. Well, I'm sure that that, uh, in those small part due to the Miller Baskerville team being a part of it Yeah.

And, and other good teams really because, uh, the, the Brendas attract, um, like-minded agents and professionals. So, yeah. Yes, for sure. It's great. For sure. It's great. How would you say that, um, you, you've created this team you've built. What would you say you do to help each other be better? [00:13:00] That's an awesome question.

That's a really good question. Well, I'll go. Okay. Um, Stevee has in a really good way, great boundaries in really amazing professionalism, and is it's, It's wonderful how she approaches life and business and our partnership and our clients with, um, intense loyalty and also a respect for who they are and who she is.

And it, you know, real estate can run you over. Mm-hmm. Yeah. Right. And, um, she is so good for me in saying no, you're. Stop. Or, or I'm gonna stop. Yeah. Which then allows me to stop. And that's a huge compliment. So please take it for what it is. Yes, of course. It's, um, it's [00:14:00] really wonderful and I, I respect her so much in how she, she runs her business and manages her life and does business and is as a human being.

It's, it's just great. Thank you. Jill is intensely relat. As am I, but Jill takes it to a whole new level, which I've always known about her, just knowing her in the real estate world, right? Prior to our partnership. People gravitate to Jill, love Jill. And you go above and beyond and you have a hard time saying no.

Um, but you know, it's, it's made me realize that, you know, yes, I'm a very relational person, but you can always, always give that little bit of extra warmth. To people, you know, is speaking of being relational and relationship focused and driven in business. You and I had a conversation mm-hmm. Um, about a month ago.

And, uh, I asked you to tell me a little bit more about the, the training that your firm mm-hmm. Has for its [00:15:00] agents and, um, and you, you kind of took me through a, a list of the, the key elements that, um, that are cornerstones. Of the firm's, uh, sales philosophy. Mm-hmm. I, I, I would just love for you to share some of those, um, with our audience, because I, I found it to be very interesting.

What they really want us to focus on is the people that we already know and love and run in circles with. Mm-hmm. It's our sphere. You know, it's not about farming to different neighborhoods. It's not about just going out and trying to create all this volume. It's about focusing on the people you already have in your life.

You already have right in front of you that you already care about. Um, and providing value. Um mm-hmm. Doing regular check-ins, uh, just kind of, I guess, focusing on people first, I guess. Right. And, and again, trying to provide value. Whatever that looks like, then that may be stay and renovate. [00:16:00] Mm-hmm. Here's some numbers that we'll show you.

Let me get you a builder and an architect. Yeah. Right. Um, that may be okay. You're looking at moving five years down the line. Let's figure out how you get your house right now so you can enjoy it for a couple years and then move. I mean, it, it doesn't need to be a, it's not trans, it's not transac transactional, transactional.

Yeah. And that's kind of the big thing and, and just kind of always keeping in touch with people. And Helen Adams does a great job with helping us find ways to keep and flow with people, right. That is genuine and not, you know, just to check the box situation so that the interactions are meaningful. Yeah.

So if I'm a past client mm-hmm. And one of your phone number comes up on my phone, yeah. I'm probably gonna be inclined to. Hopefully, because I'm not gonna feel like you're trying to sell me something. Right. You're gonna, I you, you're, you're coming at every interaction from a place of checking in and giving value.

It, it's not always selling, selling, selling. Well and caring. Yeah. It's about caring, don't you think? I [00:17:00] do. And I mean, this profession lends itself to the opportunity to work with all kinds of different people and form relationships that you wouldn't otherwise maybe have the opportunity to form. And a lot of times we come.

At the end of it, just really desiring that connection and wanting to keep in touch with people. Yeah. New friends. Yeah, absolutely. Yeah. That's great. So both of you grew up in a place other than Charlotte, right? You are from Michigan? Michigan. And Minnesota. Minnesota. Mm-hmm. And went to school in Iowa, right?

Iowa. Yep. So very different places. Mm-hmm. Came to Charlotte, she got a unique perspective. Um, having moved here and then gotten into real estate. Mm-hmm. What, why do you think the Charlotte real estate market continues to thrive when others are faltering in this economy? I've been here 23 years. Charlotte is a completely different city today than it was 23 years ago.

Uh, when I moved here, it [00:18:00] was a small banking town. Mm-hmm. Our industry is so diverse now. People moving their headquarters to Charlotte, you know, we have a great. That can get you to anywhere, right? It's just we've got the beach, we've got the mountains within a short drive, kind of a relatively low cost of living.

Mm-hmm. It doesn't feel like that sometimes because Charlotte's, you know, definitely doing, um, ha ha seeing their fair share of appreciation. Um, but in general, it's a very diverse community Now. People just are attracted to it. When I moved here, I would say I, I'm moving to Charlotte, North Carolina. People had to think about where that might be.

Right now you just say, I live in Charlotte, and everybody knows what that is, right? Mm-hmm. And we've seen that a lot even with Covid, where when people had a choice of where to live, they were not tethered to the location of their employment. People moved to Charlotte and they still are. They still are and they very much still are.

We're. It's interesting cuz North Carolina's a bit of a purple [00:19:00] state. Um, and Charlotte is kind of purple-ish because we're at sort of the crossroads of transportation. We're the crossroads of the north and south. If you meet Charlottean, there's probably not a southern accent to be found. There are college kids.

My kids moved back here because Charlotte was cool and they could get just about everything that they could out of a DC in Charlotte. That's. It's just easy. Mm-hmm. Yeah. You've got the, the parents following their kids. I mean, it's just, um, we're seeing it's accessible. It's accessible like it was 20 years ago.

It's just a little bit more expensive and accessible. Right, right. Is that, yeah. And, and Steven to your point about the diversity of, of business, I mean, I know that, you know, recently with the changes in the economy, a lot of, uh, people last year wondered, are we gonna have a housing crash? Um, is this another oh 7, 0 8?

And, and we know it's not right. We've seen that the market has not crashed. Um, fundamentally things are different, but, um, but you know, [00:20:00] back then, um, Charlotte was really a, a one trick town. It was a, it was a banking, a one trip po Yeah. And, and so, you know, what do you think, cause I know you, you work with a lot of people moving from out of.

Tell us a little bit. What, what, what are you seeing from people moving here, like different industries? Uh, we, I was with some folks this weekend and they each own a tech company. Oh. So they're coming from California. So they're, they can work from anywhere. One is, um, in r for a tech company. And so they're, they're choosing to be here cuz they have a child on the west coast and one on the east coast.

Oh. So they're sort of half backing in. Um, we work with doctors, folks from the hospital, so we've got a great medical community here. It's huge. And it's growing. The biggest employer, I believe. I think it is. And I think, and we're building a, a, a medical school school too. Mm-hmm. So just gonna continue to grow.

Yeah. Yeah. And the banks, and I know you've got a really diverse client base, right. Honeywell, um, a lot of people that just say, I just need a good airport. Mm-hmm. I have to be able to go do [00:21:00] quarterly check-ins with my company. Interesting. Airport. The airport's huge. It really is. It's, it's a cute airport too.

It's not just that. It gets you where you want to go. You walk into the, my brother is in Iowa, and he will fly through Charlotte often. Mm-hmm. He always calls and he's like, I'm in the Charlotte Airport. I love it here. I'm like, well, I don't know. That might be, is he robbing chair? I mean, what a good marketing gimmick.

Whoever come up with the rocking chair, I'd be for our airport, whatever it was, 30 years ago. Genius. It's genius. Absolutely. It's like our trademark. Right, right. Yeah. Right. It's terrific. Right, right. I'm really proud of. Yeah. Uh, you know, I've been here since 97 and you couldn't find a fresh banana in the grocery store, and you know it, I'm really proud of what Charlotte has become.

Mm-hmm. And, and drives down up, you know, through uptown and see the lights in the buildings and just all of the diverse names on the buildings, you know? Yes. From, you know, Deloitte to Honeywell, to Bank of America, to Duke Energy, to Grant Thornton. I mean, it's a really. [00:22:00] Economic

community. Right. And it's, it's fun because that brings all kinds of different thoughts and different people with different skill sets.

Mm-hmm. And so it's, how do you think that transcends housing from a real estate perspective? How does that impact housing? I feel like, I mean from a very specific, talking about the style of home used to be that everybody wanted the two story Georgian and you know, and then in the specific neighborhoods like, you know, Myers Park, Dilworth East over, you know, that was.

In Fox crop. Right. And that's kind of it. And now you've got people moving from California, from Boston, from New York, from Florida. Style is all across the board. People are finding value in the different neighborhoods in Charlotte. Mm-hmm. Um, yeah, Charlotte's really, it's always been spread out, but I feel like, you know, you get in your bubble and everybody that finds their, you know, their neighborhood, Love their neighborhood.

It's the best neighborhood in Charlotte. Right. And, and I feel like there's so many options mm-hmm. As far as that goes. And [00:23:00] I feel like maybe that's been brought about by people moving from so many different areas and just having That's an interesting perspective. Yeah. Um, but yeah, e even in the neighborhood we live in mm-hmm.

Which was fairly homogenous style. With a lot of the infill building, we've seen a lot of cool architectural water diversity. Yeah. A lot of architectural diversity. That's, and diversity and thought. Sure. There are people who are, I'm open to a condo I'm coming out of. Right. So, mm-hmm. The, the type of house they're looking for, whether it's multi-family or single family is, has really changed as well.

Mm-hmm. Mm-hmm. So that leads me to another question. Um, I, I'm curious, what, what is your number one tip or. Bit of advice for, we'll break it down for first time home buyers. What's your number one thought for a first time home buyer? I love first time home buyers. Um, I think their lender and their broker are the biggest partners they can have and find [00:24:00] really good ones who know what they're doing because, um, I really feel like buying a house is, you gotta put your team together and we're.

Your coaches? Yes. Especially in a competitive marketplace and it's coaching how to win the house, but also how to win your goals. So are you gonna be there two years? Are you gonna be there 10 years? What are your goals? And then put these two pieces together. Mm-hmm. To coach you how to do that. Yep. That would be my advice to first time buyers.

Yeah. Yeah. We always say we could do first time home buyer seminars, and when we do them, we tell people, the less experienced you are, the more experienced you need your agent to be. Great point. It's really. What about you? I agree with that. Um, I mean, you kind of gave the perfect dance. Oh, thanks. Good meet you.

That was really good. I mean, another thing is, you know, what lifestyle do you wanna have? You know, do you wanna still be able to go out in South End? Do you wanna be able to get an Uber into downtown and go to a show? Do you wanna have a more suburban lifestyle? Do you, you know, those things. I think some people get, [00:25:00] you know, first time home buyers especially might get caught up in the, what does a house look like and what is, and forget, you know, it's more about your lifestyle, right?

Mm-hmm. Mm-hmm. You know, you don't wanna give up your lifestyle for a house. Um, yeah, that's interesting cuz I think a lot of first time home buyers are afraid of the commitment, but maybe it's not necessarily the commitment. It's changing their lifestyle. That's right. I think you're onto something that That's right.

That's a great point. And it takes a while that fully vet your options, right? Yes. The only mistake you can make is not garnering enough information. Right. Yeah. We call it, I call it kicking tires. Yeah. I don't want a new home buyer to buy the first thing that they see. Sure. And you know, I'd rather show them 20, 30 houses and make sure that it's the right thing.

You don't mind doing it? Of course not. No. That's all part of the process. But they also need to take responsibility for themselves. Uh, you know, we are, you know, we're parents, right? So we're pretty good at saying, you know, this is the partnership and our best use is in a house that you already know, you've been in the [00:26:00] neighborhood.

And you know, if you don't like spill levels, We're not gonna go see a split level, let's go see something that is an option for you, location and neighborhood wise, and then use us mm-hmm. To help you make a good decision. Vetting it out a little bit. Yeah. So, so they gotta take some responsibility Sure.

For that too. Okay. So you say we're parents, they gotta take some responsibility. This reminds me of a great story. I was gonna ask you to share your funniest stories in real estate. Oh, okay. But I'm gonna ask you to tell a

specific, Uh, Stevee This's. Amazing. This was, uh, a story of, uh, of a, of a young man.

Yes. Tech. A tech guy, a computer programmer, if I'm not mistaken. Well, he actually works his first for train heating and air conditioning. Okay. An engineer. Okay. Oh, engineer. Okay. An engineer. Yeah. Super smart guy. Um, really awesome to work with. But it came time to closing and I was walking him through the wire process.

You have to contact your bank and give wire instructions, which you can typically [00:27:00] do from your phone or online. He didn't feel comfortable without wanting to go to the bank. I'm like, that's absolutely fine if it, that makes you feel better. And he's like, could you drive me to the bank? I'm like, okay, we, we can drive you to the bank.

Uhhuh. We drive to the bank, we get in the parking lot. I'm like, okay. He goes, can you come in with me? And I said, you know, You've got this And I just said, you can, you've gotta walk in and you hand them this and you tell them this love and you have love it to call and verify. And he's like, really? I'm like, yes, you can do this.

And he comes back into the car and five minutes later and he's like, yes, I did it. Oh, that's amazing. Yeah. That's so funny. I love it. That's great. That's so a testament to how much you are an advisor and they feel comfortable to see you that way. Yes. You know, not many people would be like, oh, I lost my realtor to that.

Right, right. That's, it's a huge privilege. It really is. It really is. Yeah. That's a great story. Jill, what's your funniest story in real story? Well, this is a cringeworthy story, but I'm probably one of many real estate [00:28:00] brokers who have cringeworthy stories. I was, um, I was showing House to a client and it was a beautiful house and we were about to go up in the.

And so I, I reach up and I get the, the attic handle and I pull it down and I look and these stairs, oh God, I, Lauren is cringing right now. Oh, jeez. It is Chevy Chase 1 0 1, right. Christmas vacation. These stairs come, they go boom, and they threw me, this is where it gets funny. Truly threw me across the hallway.

Mm-hmm. And my client, who is so sweet. Oh my gosh, are you okay? He's like, I have to sit down. I'm like, me too. He's like, are you okay? I'm like, yeah, I, I think it's broken, but let's go check out the attic. So we stayed there for a

couple minutes and I, it was awful and hilarious, and he didn't buy the house, but we were joking about it.

He's like, well, I better buy, but who wants taxis? Let's not buy the house. Right, exactly. A taxis. So, I mean, that was probably my funniest [00:29:00] story because, oh, the reaction on the spot. Oh no. Are you okay? Okay. I have to sit down, right? Yes. Yes. That's, uh, that's funny. He had to sit down. I love that. It was funny.

That's, that is good. Um, alright, so ask about first time home buyers. Tell us, for someone who already owns a home mm-hmm. They're thinking about moving. What is your best advice for, for getting ready to move or what, what. Any preparations for the house or thoughts about the process? Like what do you advise move up buyers?

I would say two things. Figure out what a win looks like when you're moving. So, I mean, it's really goal setting because you're not gonna move unless, what do you mean by that? Well, you're moving for a reason. Mm-hmm. So you're either maximizing value, you're going to a different location and spot you are downsizing.

Mm-hmm. Who knows? Mm-hmm. Figure out what your win looks like. And then we're, we're shooting towards the. Okay. So that's like from the personal side of things, from their goal setting side of things. [00:30:00] And then the house, I wanna say the house is kind of easy, right? Um, because it's just get taken care of, deferred maintenance and buttoning the house up, making improvements that are needed that are gonna maximize your value.

And that's kind of where, what a win looks like. If you wanna get out fast. We don't have time to do counters and cabinets, right? Right. But we can declutter and. So, so whatever their win will help us determine how they get ready. Mm-hmm. Kind of a roundabout answer. Stevee will be more succinct. Yeah. Being honest about the goals.

Right, right. No, that's great. And understanding them, that's great. But starting a little bit earlier, probably, I mean, sometimes we get the call that, you know, people are like, oh, we saw this house. Come on the market. Can you show it to us? We love it. We wanna buy it now. Let's get our house on the market.

That's a different process than somebody who's saying, you know, I think. We'd like to move to a property that has more land, right? So we have a little time and we go in and we really take a really deep walkthrough of the house. Right. Um,

bring our team in. I mean, painters, [00:31:00] stagers, contractors. So you help your clients bringing that whole team together.

Absolutely. Absolutely. Interesting. Yes. Yes. We have amazing vendors. And again, kind of going back to, we leverage relationships. Mm-hmm. Um, Being experienced, both of us, we have a pretty long extensive list of, you know, who we, the people who, who we like to work with. Mm-hmm. So our clients can kind of benefit absolutely.

On that and, and work together to get it ready. And our goal is to make it as easy as possible mm-hmm. On a salary. Even though, you know, selling is, it's hard work, moving is hard. So how do we make it as easy as possible mentally and physically Right. And is rewarding financially. Right. Since we can, that's, that's the whole, and treating it like an investment.

Mm-hmm. I mean, this is an investment for them. Okay. So let, let me ask you if I said I wanna move mm-hmm. I've lived my house for 10 years and I don't need to move immediately, I'm thinking a three to six month [00:32:00] timeline. Mm-hmm. What, what is that? What are the number one things? You haven't seen my house, right?

But let's say, what is the number one thing? You advise clients to do that? If they do, they will optimize the value of their home. Oh, you gotta get it looking good. Mm-hmm. If it's broken, fix it. Yes. And make it so that when people walk in the door, they go, I feel safe buying this house. Mm-hmm. It's broken.

Fix it. If it's broken, fix it. Um, for sure. And do, do that now, and then put yourself in the buyer's position. If you were to walk into your house, would you buy it? Yeah. That's the, I mean, that's so important cuz our, our contact. You know, puts people in a financial situation immediately. Mm-hmm. So if they walk into your house, you mean for buyers?

For buyers, yeah. If they, if they feel safe, buying it, touch up, paint, clean things, declutter if it fix the brakes. Um, mm-hmm. I think those are, those are two things, you know, fix it [00:33:00] and make it look nice. Those are the most important things. What about colors? I like purple and green and orange. Paint it white.

Paint it white. Paint it white. Yeah. And don't assume, since it's a seller's market, your house is gonna sell itself, right? Because it might sell itself, but you might not get the most money. Mm-hmm. It might not sell as quickly. You might have to deal with pickier buyers, that sort of thing. So don't just assume,

since it's such a strong seller's market, that it's gonna fly off the market without a little bit of.

Yeah. And you're marketing for the internet, right? HGTV concept, right? That's what people are looking at. And it can look pretty on pictures, but you want people to feel that it's pretty when you walk in the door, right? So it's gotta be a consistent message, right? So it's not really about the seller's personality and the home they made no.

Right? It's about the home that the buyer's gonna make and. Right. Allowing them to imagine that, right? That's right. Yeah. Well said. Yeah. We've had, we've had clients that will, you know, kind of do our thing and declutter and paint the walls and all of those things, and they say, oh, it's so [00:34:00] boring, because it kind of took them out of it.

And that is, we, we just have to preface it upfront, like, We're gonna take your personality out of it a little bit just so that it can appeal to the broader market. Is that hard? Do you find people have a struggle with that? We just, it's relational. Yeah. You just, you set the expectation up front that I love your style.

You have amazing style. Right. We've gotta make it neutral for, let's put it in the storage unit. Take it in the next, I I, I know this, I, I've got a good friend that you helped, um, with her home selling recently. She has a, a, a particularly, um, an amazing, unique, great style of her style, but even there as mm-hmm.

Instagram worthy as, right. Many of her pictures are of her house. You made her take a lot of it out. We did, but yet there's, you know, there is a design element to it too. I mean, but it worked. It didn't work. It did work. It worked really well. You. First, first person watched her house, bought a forever ask.

So it worked. Yeah, it did work. And she listened. It did work, and she listened. So that worked. That's great. And she still was able to keep some of [00:35:00] her style, just not all of her style. Yes. Yeah, exactly. A great stager once said, it's about making it a sellable product. It was a home. Yes. Now it's a product.

That's right. That's right. It's a good, interesting, that's a good way to put it. Yeah. Putting that in the seller's mind helps them disconnect a little bit. Yeah. And disconnecting while you're selling your house is a good thing, right. Especially if it's a family home and you are. That's right. It's all those memories.

Right. Yeah. And at the same time, when we bring in stagers, we do want it to look designed and not just. It's staged. Mm-hmm. Yes. There is a difference.

You want it to feel like it's a designed house. Oh, interesting. And not just staged. I've never thought about that design. Not just, well, people wanna feel like they could live there, right?

That's right. So you leave things open or what? So it's like, oh, I could grill there. That's right. Yes, exactly. How will I live in this home? Yeah. Yeah. So what do you think? Um, we talked all about the relationships. We talked about the support of a great company. We talked about all these things, but you know, we're in a world.

There's a lot of, um, self-service and digitizing [00:36:00] and AI and all these different things. What do you see the future of real estate being a full service, real estate firm in an age of self-service? That's a great question and it's one we've sort of been noodling around the industry for the last 10 years, right.

With, with these IBU and whatnot. And I think that, I know this, I know residential real estate is relational and these are people's homes and they're their lives, right? And they're where they're gonna make pancakes on a Saturday morning and where they're gonna have their kids come home from college or where they're gonna transition out of after 74.

And a computer can't do that, nor can a, they can it, it will just create, it will be, there will be a different outcome. And I, I do think residential real estate will always remain intensely relational. We need to look at our jobs differently. And I [00:37:00] think that's what we were alluding to with Helen Adams.

You know, we're consultants and we're advisors, you know, and real estate is our means to do. And that's how we approach our business. And hopefully that's what the future of real estate's gonna be. That's, mm-hmm. I hope, I mean, that's how our real estate is. Sure. Right. And, and will hopefully remain longer to the future industry-wide.

I think there will probably be some commission changes. Mm-hmm. I think there will probably be some folks that still want to use the hands off approach to it, but then Steve's still gonna be driving somebody to the. Mm-hmm. Exactly. No, there will always be somebody, somebody that, that wants the level of service where they, they really are cared for the way we care for people.

It's that balance between the stager wanting to make a home a product. Mm-hmm. And a real estate advisor helping teach their client how to wire funds, how to money to buy their home. Right. Yeah. Yeah. Interesting. So what's the

future of the Miller Baskerville Rail team? What do you think? Oh gosh. We're just getting started.

Let you say that. [00:38:00] Yeah. I mean, we've definit. It's been, it'll be two years in April. And you know, the first several months it was like hair on fire. We were both just very busy trying to say, okay, like, let's figure out how to melt these businesses. Um, and we've caught our stride. Mm-hmm. We've got our processes in place.

We are very busy agents, but have the capacity to do so much more. Um, and we really like each other. Yes. You know, we, that helps. It helps really. Two 40 year old. Right. Although I'm not, but you know, we, um, we really respect each other a lot. Mm-hmm. And our clients respect one another. Mm-hmm. You know, themselves.

And so, you know, as you were saying, Stride and ready to move forward. And so I'm hearing growth. Yeah. I'm hearing a team in the future big, big things to come from Millerville, we talk about it. Yeah, definitely. I think, I mean that's the goal is to sustain this [00:39:00] level and just keep, you know, servicing our clients and growing our business.

I think we do have room to, I mean, we both talk about bringing on another agent where. Act as mentors mm-hmm. To somebody who's trying to build their business. Yeah. Um, but could also be a huge asset and help to us during, you know, times where we feel like one of us needs to get away, but you know, there's only then one body in Charlotte, you know, helping all these clients.

So there is thought about adding more folks. Not just in a, oh, we need to, you know, have some help on the weekends, but more we wanna help somebody else build their business. That's great. It's really rewarding that way. Mm-hmm. And it's, it's fun. And that way we can help more people better. Right, right, right.

And I think that would be, it's just figuring out the best timing for that and how to do that. And it took six years. Yeah, that's right. Yeah. You said you're taking the long view on things. Very much so. Yeah. Mm-hmm. Yeah, very much so. So if people want to, [00:40:00] Where would they go to find you? Vic's Gym. I get really early.

I knew you heard that. Yeah. Um, MillerBaskerville.com. True. Yeah. So you say you like to go to the gym el, what does a day in the life of you look like? Jill, why don't you go first? So I need to give Stevee big props for the gym.

Mm-hmm. She, um, she loves this place and has turned me onto it and I'm now addicted to.

Mm-hmm. And so, uh, I will get up, my husband's alarm goes off at about four 40 and he's out the door at five 15. No, it's so good cuz he starts the coffee, nothing's good at four. And then I'm out the door around 5 25, um, headed to the gym and home by. Wow. And then, I mean, it's, it's walk the dog morning routine and with people, or in meetings or trolling through mls, um, by nine.

And then the day really looks like [00:41:00] a, a, a heavenly day for me would be. I'm doing a little bit of, you know, in the computer work in the morning, and then with people in the afternoon, whether that's a lunch, showing properties, negotiating repairs, putting things under contract. Mm-hmm. Um, and there's a little bit of all of that in every day.

Sure. And, and that's kind of, that's, you know, what mine looks like. And then I'm empty nesters, so I don't have the, the, uh, the stop. Yeah. Or the, the interlude of, of teenagers. You don't have the boundaries. Yeah, I don't have the boundaries. I don't have the boundaries, so I really appreciate Stevee's, honestly.

Yeah. Um, but we'll have dinner together and we're really boring and read a book and go to bed. All right. Hardly. Oh, well, they live very active, active social life. Um, I wake up and. See the kids off to school, they, you still get up and see them before you go to school? I do. We stop doing that years ago. I feel like Matt doesn't now I feel like a bad father.

No. No. Matt doesn't. I'm kidding you. No. Makes me feel good. Um, but we have a routine where [00:42:00] McKenna pushes the coffee button in the morning. So that when I wake up 15 minutes later, I have my coffee. That's amazing training. And then they grun at me as they walk out the door. They, I might get, and I love you mom.

And I'll Lovell say, have a great day. Um, and then I head to the gym. So Jill and I are like passing each other. She's leaving. I'm getting there. Um, that's great. Sometimes we leave keys for each other, right. Um, get into emails, um, check in with our assistant several times throughout the day. Usually we're client facing from about 10 till three, and then maybe again in the evening for showings and that sort of thing.

Mm-hmm. Um, you start out with a schedule, obviously every day, but this is a business that kind of takes you, you know, you have to go kind of where the day takes you and then you finish up at the end of the day and look at your to-do list

and finish what you didn't get to and. You know, I do try to get home at two 30 when the kids get home to get my, you know, 15 minutes.

Mm-hmm. Um, and then back at it. Yeah. Jill's really good at respecting that time. Nice. [00:43:00] Which is nice. Um, because it's not much longer and I will be an empty nester. Kind of grab 'em all you can. Yeah, absolutely. For sure. So, yep. Well, thanks for joining us today. Thank you. Thank you so.