



RE/MAX TIMES

Wise spending vaults savvy pro into U.S. Top 10

By Colette Pacheco

RE/MAXTimes Associate Editor

PLEASANTON, Calif. - Mike Hyles is a whiz with technology and spending money to make money -but he's never careless about either.

Hyles, (ABR, ABRM, CRB, CRS, QSC, SRES), the e-PRO certified Broker/Owner of RE/MAX 1st Choice in this community east of Oakland, is on track to close about \$40 million in sales this year. Through September, he ranked No. 7 among RE/MAX individual agents in the United States, a significant jump from his No.85 ranking in 2001.

Hyles credits his intricate follow-up and listing systems, as well as his technology skills, for his success.

"When used properly, technology can streamline your business, improve customer service and keep you connected with clients, says Hyles, who derives 45 percent of his 70-plus business from people he's worked with before. "Each of my current and past clients gets about three pieces of mail from me monthly. Based on the feedback I've received, they love the contact."

The RE/MAX Platinum Club member builds his business through:

- **Dave Beson LetterWriter program** -

To the recipients, the letters appear very personal. Hyles was once approached by one of his clients a year after closing, and the man said, "How did you know?" Hyles was confused until the man said, "You were right - we've been in the house a year and still have boxes left to unpack!" It was a reference to a customized form letter Hyles had mailed the buyer.

- **Magazine subscriptions** -For Christmas, Hyles purchases a one-year subscription to Sunset Magazine



Sales whiz

Technology, smart marketing and superior customer service have taken Mark Hyles into the Top 10. 1C.

TOP AGENT



MIKE HYLES

2001 sales volume:

\$22 million

Average listing: \$500,000

Hours worked per week:

70-plus

Staff: 1 unlicensed assistant

Joined RE/MAX: 1995