

# TOP AGENT MAGAZINE



## RYAN GARRITY

Though he was studying law at the time, Ryan Garrity first developed a taste for the industry while he was working at a real estate law firm back in Philadelphia. What's more, he grew up with real estate in his blood: a grandfather in commercial real estate, a father in the mortgage business, and cousins working as agents. So, it only seemed natural that Ryan would one day find himself joining the ranks of the business.

When he took some time for introspection and determined that he was no longer interested in pursuing a law career, Ryan decided to team up with his brother and give selling a try. That was back in 2012 and since then, Ryan has crafted a sterling career and reputation and is currently running his own brokerage alongside his brother, Tim, and his business partner, Andrew. Since they opened their doors in 2015, business has thrived.

Ryan primarily serves the Center City area, but covers a perimeter of five counties, including Philadelphia County, Montgomery County, Chester County, Delaware County, and Bucks County. Alongside his business partners, Ryan co-founded their brokerage Copper Hill back in 2015. Two and a half years later, they now lead a team that's seventeen members strong. "Most of the people in our office are a lot younger than the average real estate agent," he says. "We're forward thinking—completely paperless and very into the digital aspect of the business." By taking this approach, Ryan and his team are able to differentiate themselves from others in the industry, wowing clients with their insightful ability to revamp processes that have become outmoded. With more than 85% of their business generated by repeat and referral clientele, Ryan cites his focus on people as opposed to transactions as the key to maintaining lasting success. "I've never been very much of a salesman," he explains. "Instead, I'm genuine with my clients. I try to be more like a consultant and friend. I focus on the relationship and let things happen organically, taking a grass-roots approach." Of utmost importance to Ryan are the strong agent-client relationships that drive his business forward. Accordingly, Ryan aims to be a knowledgeable resource to those he serves, ultimately helping them achieve their big picture homeownership goals. In fact, clients often recall the clarity with which Ryan guided them through the buying or selling process, and for his part, Ryan makes it a point to keep clients clearly informed every step of the way.

As for his marketing efforts in running a forward-thinking, digitally-minded firm, Ryan puts a high premium on SEO and creative digital marketing. Of course, listings are syndicated across the leading online listing platforms, but they also benefit from monthly e-mail blasts that alert their network of properties hitting the market. Ryan and his team assist clients with staging—especially in the case of vacant properties—in order to help spice up online images and help potential buyers envision a property's true potential. Paying mindful attention to social media, Ryan and his team post actively across all major platforms, affording listings maximum visibility among a range of demographics.

To stay in touch with past clients, Ryan capitalizes on the lasting relationships formed with clients, and he'll often catch up over dinner or drinks. Likewise, he's sure to check in a few months after closing and maintain contact through e-mail updates as time goes by. In reflecting on his favorite part of his daily work, Ryan says: "Not only have I met a lot of people I otherwise wouldn't have, but in this business every day is a challenge to do better and be better."

To stay engaged with his local community, Ryan throws an annual client party and invites everyone to bring their family and friends for a no-strings-attached night of fun, food, and hanging out. Ryan and Copper Hill are involved with two community development organizations, the Roxborough Development Corporation and the Fairmount Community Development Corporation, where both organizations focus on commercial development to help improve area communities. As for his free time, Ryan is a born and bred Philadelphia native and loves to support all the professional sports teams in the area. To relax, he enjoys getting away to the Jersey Shore during the summer to spend quality time with family and friends on the beach. To soak up the endless changes of life in the city, Ryan also enjoys the occasional night out with friends, exploring new attractions that pop up on the Philly scene.

As for the future of his business and brokerage, Ryan hopes to transition from actively selling to focusing more on the management side of the business. With a desire to mentor new agents in the midst of developing their careers, he has plans to put more energy into helping his team of pros grow and expand their skillsets within the company. Considering his incisive eye toward the future and his decidedly modern approach to the industry, a long road of success and prosperity surely await for Ryan Garrity and his team at Copper Hill Real Estate.



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