

TOP AGENT

MAGAZINE



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Gregg Sharpe is known for working tirelessly on behalf of his clients to meet their needs and help them experience a seamless transaction when they buy or sell a home. Buyers are impressed with his knowledge of St. Louis. Sellers are pleased at his expert guidance and insight when selling their home! How did Gregg find his calling as a broker? After working in the corporate world for more than 25 years, he was introduced to real estate by his current business partner, Suzanne Hunn. “She actually took my wife and I out to look at rental properties. When we decided it was time to buy, we reconnected with her. At that time she suggested that—with my eye for detail and corporate business savvy—I think about getting into the business,” Gregg explains. After considering it, he decided to take her up on the idea. That was eight years ago and today Gregg and Suzanne have their own successful independent brokerage, HSG Realty. They lead a team of six realtors that includes Gregg’s wife Terri—who joined the brokerage five months ago. “My wife was still in the corporate world. I think she saw how much fun I was having in real estate and just decided: ‘I want to do this!’” Gregg says with a smile.

HSG Realty proudly operates from an office downtown in the heart of the loft and condo district. They serve the entire Greater St. Louis metropolitan area. “We do transactions within a fifty mile radius of downtown St. Louis,” he says. Exclusive partnerships with highrises.com and StLouisMissouriHomes.com are invaluable to Gregg and his team. Almost half of Gregg’s clients come from repeat and referral business with many initially coming from these two lead generators, which have a superior web presence. What keeps Gregg’s clients coming back and eager to spread the word about the amazing service he and his team provide? “When people come back to us, they consistently say that they appreciate our professionalism, our integrity, and the knowledge we possess,” Gregg says. He always treats his clients with respect, and they appreciate his even composure throughout the transaction. HSG Realty agents and brokers pride themselves on being experts on local neighborhoods, vertical communities (high rises and condos) and all area subdivisions. Gregg’s clients love the high tech

nature of HSG Realty and the ways the company’s use of technology helps ensure a smooth process. This includes FaceTime calls to both sell and lease properties. HSG Realty’s tagline is: “Real Estate, Redefined.”

When preparing a listing to go on the market, Gregg believes strongly in the importance of staging. He and his partner, Suzanne—who has prior experience in home staging—take their clients through a checklist to help them prepare the property so that it really shines. “We want the property to be show ready from the first day it lands in the MLS,” Gregg says. To market listings, HSG uses all of the traditional real estate websites as well as social media. “We have five Facebook business pages,” he explains. He also works with a local marketing company to create listing videos; and he and his team have a custom iPhone app that shows all their listings and those in the MLS, and also has many other features.

Nearly 45% of Gregg’s rental clients eventually become buyers. He follows up with them on a monthly basis; and three months before their lease ends, offers guidance and insight about purchasing a home. With former clients, he sends out bi-monthly newsletters as well as quarterly market up-dates.

Gregg and his wife stay involved with the local community through the local Realtor Boards and Downtown Neighborhood Associations. Earlier this year, they lost their son to lung cancer and are passionate about raising money for the American Cancer Society through various cycling events and the American Lung Association via The Fight for Air Climb. Gregg and his wife are both foodies and in their free time love to try out new restaurants in the St. Louis area. Gregg enjoys cycling and spending time with his grandkids. “I learn something new from them every day!” he says. For the future, he and Suzanne will continue to grow the brokerage—which will be adding more agents soon—while expanding awareness of the HSG Realty brand throughout the greater St. Louis metro area. With his work ethic and dedication to his clients, he’s sure to make those dreams a reality while redefining real estate!



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