

ABACOA Excellence

How Travis Thomson has become Abacoa's top real estate producer.



By Nila Do Simon

Few people get the chance to reinvent themselves. But for Travis Thomson, when he got the chance, he took it, becoming Abacoa's top producer.

Travis started his real estate career where most rarely begin: in the technology department. After graduating, Travis, being very fluent with computers and software, joined the family business at Waterfront Properties and Club Communities in its state-of-the-art technology department. Little did he know that working as a technology professional would soon launch his successful real estate career.

Being born into a highly respected real estate family (Travis' grandmother, Joan, and uncle, Rob, founded Waterfront Properties, and Rob is currently the firm's managing partner and the area's top producing agent), it was natural that Travis gravitated to the real estate business at an earlier age than most people. He started at Waterfront Properties a decade ago and as the company grew, so did his role.

Some years after he began, he transitioned from the technology department to learning the process of buying and selling homes by assisting top producing agents. Travis even spent a year working side-by-side with Joan Thomson, one of the country's pioneers of modern real estate. "I consider it a huge benefit to learn from my grandmother because she has such vast knowledge and experience in real estate," the younger Thomson says. "Not too many people have the opportunity to learn from such an icon in the industry, so I feel privileged." He now lists and sells homes in the popular Abacoa development.

For the mild-mannered and methodical Travis Thomson, working on the sales side brought out one of his finest attributes. "I love being able to interact with people on a daily basis," he says. "I've

always wanted to work with buyers and sellers from the start, and I enjoy the process of helping them achieve their goals by leveraging what Waterfront Properties has to offer."

For Travis, being able to give his clients superb support and guidance has been paramount to his success, making him the No. 1 agent in Abacoa in sales by dollar volume over the past 12 months. (During the same time period, Travis is the No. 2 agent in all of the 33458 zip code, second only to his uncle and mentor, Rob Thomson.) And Waterfront Properties offers just the right support, from its unmatched marketing abilities to its agents who specialize in specific neighborhoods. With the ability to market his listings to buyers from Abacoa to New Zealand due to the company's elite web presence, Travis has connected with buyers on an international level.

Waterfront Properties' basic structure has allowed Travis to focus exclusively on what he does best – working directly with buyers and sellers to sell homes. "Most of the time Realtors in other companies are spread so thin," Travis says. "But here at Waterfront, we have 20 professionals on staff who are experts in every facet of marketing. That allows me to focus my attention where it belongs, on my clients' needs."

The specialized structure also has Travis concentrating on the Abacoa market, an area in which he has become the leading expert. And even with the variety and diversity of clients Travis sees in Abacoa, he has been able to relate to them all. "On a given day, I'll talk to a retiree moving down from the North and also local families looking to move to the area because of the great school district," he says.

"Looking back, Rob and Joan were so smart in building our specialization structure the way they did," says Travis. "Agents within Waterfront Properties are able to communicate and share ideas with each other without fear of competing in the same territories. We're a team here. There's even a group of us who meet every week to share ideas. The unique way the company is structured fosters that kind of teamwork."

In Travis' first decade in the real estate industry, he has already accounted for some memorable transactions, including a recent one that made all the difference in a family's life. When Mark and Courtney Lemasney were looking to quickly sell their Abacoa home to move to a Loxahatchee River community, they knew they could count on Travis. With less than a two-month window, The Lemasneys needed Travis to sell their home to make their move to the river as smooth as possible.

"I had heard about Waterfront Properties' huge marketing capabilities, and after meeting with Travis, we were confident that he was going to get the job done," Courtney says. "He knew we weren't going to give the house away, and he made a suggestion at a certain price that we were happy with."

"Working with Travis has been a great experience for us," Courtney says. "It was obvious he came to us after doing his homework, knowing what homes in this neighborhood sold for, and knowing there was another nearby home that was just listed, which could have been detrimental for us."

With additional pressure being put on Travis to sell this home before a similar home in the neighborhood sold, he delivered for the Lemasney family. Ten days after listing the property, the family's four-bedroom, three-bathroom, 2,600-square-foot home was under contract.

For Hector Leser and his wife, Renate, the sentiments are echoed. When the German couple was looking to sell their three-bedroom, two-bathroom home with a pool so that they could move to Naples, Fla., they turned to Travis and his then-partner Bob Aiello to list their home.

"We found them both to be such lovely people," Hector says. "Travis was always positive and very professional. In the situation that you have to sell your house, you have to find somebody that you have absolute confidence in, and we found that in Travis."

After working with a professional photographer to capture the home's beauty, the 2,200-square-foot home was listed. And offers came in immediately.

"Travis gave us very good recommendations on if the offers were proper or not, and he never pressured us to make a deal," Hector remembers. In the end, the Lesers sold their home with the Waterfront Properties team, closing last year.

As Hector puts it, "I always will recommend Travis if somebody has to buy or sell a house in the area."

But for Travis, some things will never change. "Even though I've transitioned away from the technology department, I still get people who ask me to help out with their computers," Travis laughs.



Rob Thomson