

» cover story

brandee

ESCALANTE

Building Bright Futures

Written by: **Dave Danielson** • Photos by: **URSPECIAL**

THE HOPES FOR TOMORROW CAN START HAPPENING TODAY. THE KEY IS PUTTING THE RIGHT STEPS IN MOTION CONSISTENTLY THROUGH TIME.

Another big bonus is having someone like Brandee Escalante on your side.

As a REALTOR® and Team Leader with eXp Realty, Brandee maintains a strong focus on building bright futures for those around her.

“Through the course of what I do, one of my favorite parts is working with others. I love helping either a struggling or brand new agent build their careers,” Brandee emphasizes. “It means so much to me when they let me know that they are growing and that what they’re doing is life-changing for them ... making six-figure incomes, buying a new house, or their own, or getting a new car.”

Brandee’s passion for guiding others is contagious.

“I love to teach and mentor others,” she says. “As part of that, it’s really fun to bring on new agents. In fact, about 80 percent of our agents who we’ve brought on are brand new agents.”

CREATING SUCCESS

In the process of helping others, Brandee draws on her own start in the business.

“Out of college, I got a job in property management and was a Leasing Specialist after working as a top Leasing Agent. The company I worked for approached me and asked if I would be willing to get my real estate license. They offered to pay for it, so I could sell condo conversions with them.”

Brandee took them up on the offer in 1999. Her work in the business was clearly a natural fit.

“Once I got out of school, I did a couple of condo conversions and sold 136 units in a little less than a year. From there, I moved to another project and realized I really liked the listing and selling side,” she recalls.

From there, Brandee joined Keller Williams, where she flourished for 18 years, including several while building her own team. Four years ago, she switched to eXp Realty.





Brandee with her best friend and team member, Whitney Aguirre

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TEAM TRIUMPHS

Today, Brandee oversees a team of 22 agents in two area office locations.

“Our growth has been fantastic,” she smiles. “We have been really blessed.”

Last year, Brandee’s team closed a little over \$63 million in sales volume on 172 deals. This year their goal was \$70 million. They’ve far exceeded that number and have since been working toward a new goal of \$100 million.

“We have such a great group of people,” Brandee says. “One of those is my best friend, Whitney Aguirre. She has been with me since the Keller Williams days and made the switch with me to eXp Realty. She is my training coordinator. Without her, I would not have been able to build the team I have.”

WONDERFUL LIFE

Family is at the heart of life for Brandee.

“My husband, Jerrod, is my rock,” she emphasizes. “I wouldn’t be able to do what I do without him. My family is definitely my why and my first priority.”

Brandee and Jerrod look forward to time spent with their four children — 24-year-old, Ashlie, 17-year-old twins, Avery and Andrew; and 14-year-old, Adam.

In her free time, Brandee likes supporting her children in their activities. She also has a passion for traveling and spending quality time at the family’s lake house.

“When I go there, I walk in the door and disconnect. That’s my sport for my mental health and relaxation,” she says. “We had a big team-building event at the lake recently that was fun. We have a really close-knit group ... like a little family itself.”

When it comes to giving back, Brandee and her team support Amanda House and the local food bank, too.

ENCOURAGING EXCELLENCE

As Brandee considers the love she has for helping others, she offers advice for those who want to move forward in their own real estate careers.

“You can get really run down in this business. It’s a 24/7 job, but it’s the most rewarding job ever. With that in mind, it’s important to focus on taking time for yourself to recharge. If not, you won’t be a good agent for clients,” Brandee

says. “We have to be the person who stays calm and serves as an advocate for clients. When we take time to be the best version of ourselves, we can help others achieve their dreams. Also, it’s important to educate yourself to be the expert for your clients.”

Day-by-day, Brandee puts her selfless spirit of achievement to work for others.

“The biggest compliment I can receive is when agents say they love our family environment, along with the training and support. I have very low turnover. The fact that team members don’t just take what they need and leave means a lot to me.”

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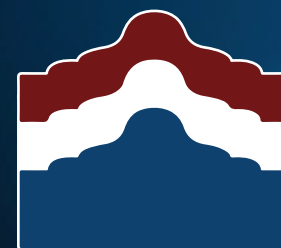
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