celebrating leaders

By **Dawn Duncan**
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NEWT WYLER

EMPLOYING BROKER, SHOREWOOD REAL ESTATE

Creating a Culture of Communication, Inclusiveness, & Accessibility

NOT EVERY ROAD INTO THE REAL ESTATE INDUSTRY IS A QUICK OR PREDICTABLE ONE.

Some of our top producers come from eclectic backgrounds where they have explored myriad other industries before discovering their passion for helping people buy and sell homes. Such is the case with this month's Celebrating Leaders agent, Newt Wyler, Employing Broker, REALTOR® of Shorewood Real Estate (CO) and a REALTOR(r) with One West Real Estate (WY). Newt is a native of Limon, CO, and a graduate of UNC. Following graduation, he stayed in Greeley as he loved the area; he has now called northern Colorado home for more than 25 years. Originally, Newt's plan was to become a graphic designer and he obtained his BA in visual arts. However, he was always attracted to jobs and situations where he could directly serve others and this led to a series of positions.

He was a bar manager, employee in the coin-operated amusement industry, a team member at a friend's landscape company, and then ended up owning the bar where he started. Along with his wife, Christy, Newt recognized an opportunity to invest in and grow his business and embarked on a remodel, update, and name change; that bar is now called Wyler's Pub & Grill. Newt commented, "In 2014, my wife was noticing that I was growing restless and wanting to expand my career opportunities. She had sold her home in Cheyenne shortly before we got married; through a For-Sale-By-Owner and had mentioned that a career in real estate might be a perfect fit for my desire to help people. With our processes in place and a great staff that we trust at Wyler's Pub & Grill, I took a leap of faith and enrolled in courses to get my real estate license."

> I think you have to help those who need it when you're in a position to do so. It's those who give that ultimately receive the greatest rewards. And, eventually, giving becomes the reward.

Newt's first endeavor in the industry was with the company that is now named Shorewood Real Estate here in Colorado. Then, Newt added, "With my wife having lived in Cheyenne, we naturally had a lot of friends up there. Many were excited about my new career and said they wished I could help them across the border. So I decided to get my Wyoming real estate license as well and have been working with One West Real Estate since."

Today Newt manages his team at Shorewood Real Estate and is a big believer in transformational leadership. He commented, "In October 2018, Lon Welsh and Charles Roberts, the CEO and President of our company, respectively, asked me to step into the role of Employing Broker of Shorewood Real Estate NOCO. In an effort to follow their example, this presented an excellent opportunity for me to help our agents create a culture of communication, inclusiveness, and accessibility that was being craved in our office. I've made it a priority for our agents to know that I'm available with support. It's important to me that our agents get the help they need, when they need it, so our clients are receiving the best representation possible. In the event that

I am unavailable, we also pair up new agents with seasoned mentors in our company to keep the communication consistent and our clients' needs met."

Additionally, Newt hosts a meeting for agents at the beginning of each month to inform them of happenings in the company, market updates, and general business. Quarterly, the company's CEO visits the office to discuss market trends and engage in mastermind sessions to collaborate with each other. "I like knowing that our agents have the most recent information, so I lead discussions based on what they choose to learn about through contracts and forms classes once a month. We also get together once a month for our 'Shorewood Breakfast Club' to discuss all things real estate in a comfortable forum that allows for questions and answers to be conversational. I, like most people, learn things better when I'm able to talk through a topic. So, I don't want to just talk AT our agents. I try to help them learn by making sure they know we're all here to improve as peers by discussing things."

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"My daily routine is all about setting the tone for a great day. I am a huge proponent of Larry Kendall's Ninja Selling. We provide Ninja Selling training for our agents. I really enjoy starting each day with a plan, gratitude, and affirmations before I write two notes to people in my sphere. = I just love how a handwritten note can brighten someone's day, but it also starts ME out on the right foot as well. I always try to keep my time in the office limited to the mornings, so I can be out with clients in the afternoons," Newt commented.

What drives Newt each day to succeed in real estate is the feeling of helping clients accomplish their goals. "I feel like I've made a difference in bettering someone's life," he said. "I especially like guiding the first- time home buyers who didn't believe they could own a home; I love helping them through their first closing. Seeing the sense of achievement in their eyes really matters to me. I also appreciate compliments from other agents when we've done a deal together, telling me that they appreciated a seamless transaction or clean offer that they remember years later. I like doing things right in our industry," he added.

In February 2020, Newt was honored to attend his company's awards banquet with two other agents from the Loveland office. He

was selected as one of the Gold Club award recipients for 2019 production. "That was a great experience and I'd really like for all of our agents to know that feeling; my goal is to try to help them get there."

Balancing work and personal life is a priority for Newt. "Christy and I live in Loveland and have two dogs, Lucy the Goldendoodle and Lexi the Labradoodle. One day we hope to grow our family. For fun, I love superhero and sci-fi movies, especially Star Wars. I'm a huge fan of all things comedy because I love to laugh! I also still help run Wyler's Pub and Grill, even though I am only behind the bar at our Holiday Party!"

Currently, Newt makes time to give back to his community by serving as a member and former Co-Chair of the Responsible Alcohol Retailers of Weld County. He is a current and charter member of the Foothills Rotary Club of Fort Collins: Evening Group. He sits on the Regulatory Council of the Northern Colorado Homebuilders' Association and likes being part of the conversation around municipal building codes, discussions on zoning reform, regulations being considering in our communities, and aiding in the NOCO HBA's endorsement of candidates with aligned values. In closing, Newt said, "I think you have to help those who need it when you're in a position to do so. It's those who give that ultimately receive the greatest rewards. And, eventually, giving becomes the reward."

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