

A man with grey hair and a goatee, wearing a dark blue blazer over a blue and white striped shirt and light-colored trousers, stands smiling in front of a wooden door with glass panes. A black lantern-style light fixture is visible on the wall to the left.

# NOVA REAL PRODUCERS®

INFORMING AND INSPIRING REAL ESTATE AGENTS

## Casey Samson

Destined to Win

**RISING STAR:**  
Jin Chen

**TOP 200**  
*Standings*

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Favorite Vacation: Real Producers Share Their Stories

FEBRUARY 2019



# CASEY SAMSON

## DESTINED TO WIN

Casey Samson, CEO of The Casey Samson Team, Samson Properties, likes to win – whether it's on the field as a championship coach for the Vienna Youth Inc. (VYI) Football League or as the dynamic leader of his top producing real estate team.

Casey was ranked the No. 1 Realtor® in Vienna, VA, from 2015 to 2018. The Casey Samson Team ranks number one out of more than 2,000 Samson Properties agents with an annual production of around \$100 million. In 2017, *The Wall Street Journal* named The Casey Samson Team the No. 1 Small Team in Fairfax, Loudoun, and Prince William Counties with \$95.4 million in production and 156 homes sold.

Casey goes to every listing, prices every home, helps the seller move from a traditional home to a transitional home, and sets the marketing plan. Casey's proprietary pricing model is one of the most accurate models in the industry. The plan is then executed by a top producing agent and their full-time staff. This protocol is so successful that 65 percent of their homes sell in the first weekend and 85 percent sell in the first 30 days. "In today's market, sellers have the best chance of getting multiple contracts and the highest and best offers within the first 30 days," explains Casey. Attention to detail is key to their success.

In 2017, their inventory sold at 100.1 percent of list price. The industry standard is 97 percent. In 2018, their top 10 homes sold for an average of \$1.55 million in an average of 24 days, while the industry average was 136.

Casey's competitive edge comes from his passion as a VYI Hall of Fame Football Coach. He has led his VYI football teams to 29 local, regional, and national titles. In his book *Football 101*, Casey shares his coaching philosophies and the importance of teaching the fundamentals of teamwork, camaraderie, character development, and tapping into the fun and excitement of the game – getting back to basics. "I'd like to be remembered for being a good football coach who had a positive impact on a lot of kids, someone who made a difference, who helped mold exceptional character traits and develop a sound moral compass that will guide them for the rest of their lives," he shares. "Sports teach life lessons."

Possessing the talent for building and managing teams is critical whether you are leading a family, business, or sports team. "Bill McGregor, legendary former head coach of the DeMatha Catholic football program, taught me some of the most important life lessons which guide me to this day. One of his quotes, 'It's what you learn after you know it all,' is something I've based my entire life around."

Casey believes in the importance of building a strong team where each individual has an important role. His approach for creating his real estate team reflects this same essential philosophy. "One thing every successful coach knows, great players make coaches look smart. My staff and top producing agents are all hand-picked, well trained, and have been with us for years. That is what makes our transactions so smooth." The Casey Samson Team approach ensures clients receive best



... practices in pricing, staging, marketing, communication, and contract negotiations.

“It’s not your parents’ real estate market anymore,” Casey reveals. He believes one of the most dynamic changes in real estate today is how they target buyers and market homes. “I’m excited about our marketing strategy. I have an expert on staff who does social media better than anyone. We just launched a new website that makes each home a star and provides them with their own state of the art web page! Whether it’s a \$500,000 home or a multi-million-dollar home, we treat each listing equally. After launch, we have a top producing agent and a communications director that keep the clients up to date on traffic and comments. Communication with the seller is critical.”

The Casey Samson Team consists of two professional staff members and seven experienced top producers. Julie Hart started with Casey in 2007 as his assistant and now serves as Director of Marketing and Social Media. Michelle Samson, his niece, serves as the Director of Communications and assists seven top producers, also known as the rockstars: Pat Samson, his brother; Kelly Samson, his daughter; Colby Smyth; Billy Samson, his nephew; Morgan Samson, his daughter; Pam Mooney; and Shayna Ignaszewski, Pam Mooney’s daughter. “The best part of this team is the loyalty and the family atmosphere. It’s the perfect combination of experience and fresh talent.”

Casey feels that a small team is the best way to serve their sellers. Without a top producer assigned to every house, quality control suffers. A large team was not an option for Casey because you lose control of pricing and the quality of agents that are meeting with your sellers. “If I cannot meet with every seller, price every home, and set the marketing strategy, I don’t want my name on that listing.”

In general, the essence of realtors is to give back and make their community better. “We proudly sponsor the nonprofits We The Dogs DC and Lucky Dog Animal Rescue. Rescue dogs are near and dear to all of our team members’ hearts, and we felt it was a perfect match! It’s our business to match families with a new home, so it seems perfectly natural to help match up dogs with their families and forever homes! Every month we feature an available ‘Lucky Dog’ on social media. We also donate a portion of each settlement to the organizations.”

Casey was born and raised in Vienna, VA, and has been involved in various aspects of the real estate industry for 37 years. He embraced technology and the internet

from its infancy years before it emerged as a crucial component of business and marketing. In 1992, he started an internet company to give consumers a centralized location to receive multiple loan offers from lenders bidding on them. Casey worked with developers from Fannie Mae to put it all together and to successfully get it off the ground. “The biggest challenge was explaining to lenders what the internet was, as 90 percent of them did not even have an email account. The company was essentially the precursor to The Lending Tree, which didn’t get started until 1996. After Lending Tree came on the market with funding of about \$100 million, there was just no way to compete,” Casey recounts. He used that technology and went on to develop the largest website in the country for high school and youth sports, which was based on an advertising model.

At the time Casey was developing his internet marketing strategies, his brother Danny was developing a very successful real estate model which gave 100 percent of the commissions to the agents. This strategy allowed them to be more competitive with their commission structure, which resulted in some of the industry’s top producers and a lot of savings for sellers. In 2007, Casey made the decision to combine his technology expertise, knowledge of real estate, the ability to build successful teams, and Danny’s model to create The Casey Samson Team.

Casey and his wife of 34 years, Carol, enjoy spending time with their daughters Kelly and Morgan, son Kevin, and granddaughters Wyatt and Peyton. “Real estate allows you to be with your family every day and have a very flexible schedule. We all love to get lunch together, go out to nice dinners, but most of all we love to travel. My wife Carol and I have the travel bug, and spending time with her makes all the hard work worth it.”

Casey says his family is one of the biggest motivators driving his passion to succeed. “For me, success in real estate is going to bed at night knowing that you did the very best you could to achieve your client’s goals – one house at a time. Building a legacy for my family, especially in partnership with them, makes it all worthwhile.”



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Morgan Samson, Casey Samson and Kelly Samson