

Booming Ballantyne a key to big-dollar sales

Eric Evans sees Charlotte's growth paying off

BEA QUIRK

In 1996, after owning and running his own real estate company, Eric Evans decided he needed a change. "I got tired of managing and sold the company," Evans, 44, explains. "Sales is what I wanted to do. Every day is different, and you meet lots of great people."

Fifteen years ago, in his first year as a real estate agent (after being in sales for a Fortune 500 company), Evans sold 40 homes and eventually got up to a high of 120. But now, he says, he is focusing on dollar volume, a strategy that has paid off handsomely. With \$18,311,953, he is the top producer in gross sales for companies with 75 to 199 agents.

Evans has been with Re/Max Executive Realty since 1996. For the last four years, he has been the top Re/Max agent in Charlotte and consistently places among the top five in the Carolinas.

1st place
Gross Sales
75-199 agents

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Evans has lived in the Ballantyne area for the last five years, and that's where he focuses his activities, dealing mostly with the high-end market.

"There's been a huge spurt of growth out here, and there's no end in sight," he says. "There's so much going on, I rarely have to go inside Highway 51 for anything any more. We have a lot to offer here — it's like a new city."

Evans adds that the area's easy access to Interstate 485 and Interstate 77, plus the growing restaurant and retail options, are all big selling points.

Originally from Edenton and an East Carolina University grad, Evans has lived in Charlotte for 22 years. He says he has seen the city become more diverse, affluent and younger. Looking back, he says he can't remember ever not having a cell phone, but admits that they used to

Gross dollar volume:
\$18,311,953

be "big, bulky things."

He hails the advent of Internet usage in residential real estate, but observes: "People are always going to need an agent to decipher the information and protect their interests."

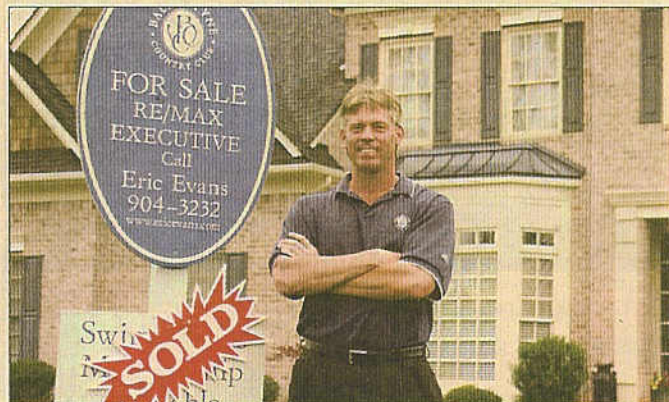


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Eric Evans left the corporate world behind 15 years ago to go into residential sales.

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