

# GOOD AS GOLD

An interview with  
North Carolina  
real estate broker  
Wess Cason



## Wess Cason

"Good As Gold"  
Realtor/Broker-Owner RE/MAX Gold  
ABR, CRS, CCP, GRI, SFR

Member of the National Association  
of Residential Property Managers

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The following interview puts the spotlight on Wess Cason, one of most influential real estate brokers in Charlotte, NC, having built a successful Re/Max Gold brokerage serving the real estate needs of the residents of Matthews, Stallings, Indian Trail, Wesley Chapel, Weddington and Mecklenberg County, using what he refers to as a "Good as Gold" service as his trademark.

Wess views each real estate transaction not only as the sale or purchase of a family's home, but also one of the largest investments they will ever make. With that in mind, he guides his clients to only those homes that he feels will serve his clients' long-term financial goals as well as their short-term housing needs. And as an experienced real estate investor himself, Wess provides firsthand knowledge when it comes to helping fellow investors discover the best properties to fit their needs.

For information on property management:  
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**PREFERRED MAGAZINE:** How long have you been a broker?

**WESS CASON:** 20 years.

**PM:** How much of that time has been in the areas you now serve?

**WC:** About 17 years.

**PM:** That's a long time to be serving one area. I would assume it gives you an advantage to be serving that specific locality for such a long time.

**WC:** Well, that's true. And I don't just list and sell. I do a lot of property management. I manage 150 homes in the area, vitally involved in all the trends of the market.

**PM:** Specifically, what communities do you serve?

**WC:** We serve the Charlotte Metro Area, in a 20 or 30 mile radius of Charlotte.

**PM:** You're a licensed broker in both North and South Carolina.

**WC:** Yes. I'm also licensed in Georgia. Originally licensed in Georgia before I moved to North Carolina.

**PM:** So, you're licensed in three states! Are there any clients who take advantage of that? Do you get

clients who are also looking for property in Georgia?

**WC:** Probably, in a case like that, I would refer it. Even though I'm licensed in Georgia, I'm not in that market. However, the North Carolina/South Carolina line is within 30 miles of me, and I frequently work in both states. There are some South Carolina towns that are bedroom communities for Charlotte. So, someone can live in South Carolina and commute to Charlotte for work.

**PM:** I understand that you work with a team. How important is that?

**WC:** I think that it helps our clients to have better access. When you have a team, you're not just getting one person. For instance, if I'm not available, another team member may be. If I'm out of town, my team member may show someone a property for me, and vice versa. So I think it gives the client more versatility.

**PM:** You're a Certified Financial Planner. Has that been helpful in real estate?

**WC:** It is, and that's why I took the course. I did not take the test, and I didn't get the certification. But I completed the course. There are seven courses that you have to take, which I did complete at the University of North Carolina. It helps

me especially when working with investors, in looking at investment properties, return on investment, exit strategies, insurance matters. I think that, currently, I there are 60 investors that I work with and manage homes for. And I think it helps me to have a little bit more credibility in dealing with them.

**PM:** Does it help you when advising real estate clients with their financing?

**WC:** My eldest son is a loan officer. He and I work together on a daily basis. Because he's a mortgage broker, he's able to offer more lending programs to my clients. We try to be a one-stop shop.

**PM:** I would assume that's very convenient for the client.

**WC:** It is. I mean I can call Jonathan at 11 O'Clock at night and ask about somebody's loan. Versus the average mortgage broker is only going to have nine-to-five hours.

**PM:** Do you recall how many homes you helped to close in the past year?

**WC:** Oh, yes. I'm a ReMax franchise owner. So, I have to report all of these statistics

on a monthly basis. And I believe that last year it was 33 homes.

**PM:** Do you have a preferred method for matching homes with the needs and wishes of clients?

**WC:** Unlike most sales people, I think I try to be a good listener and not as much of a talker. And so, I really listen to what they are looking for and I'll create a customized search based on their criteria that every day sends them properties that may match what they are looking for. So, I try to be a good listener. Most sales people talk too much.

**PM:** Do you stay in touch with a client, whether it's a buyer or seller?

**WC:** I do. And most of my business, I would say, is referral based because of that reason. There are some folks that I've helped with as many as four transactions — where they bought with me; and I've sold for them when they were ready; and they bought with me and sold again. To me, that's the greatest compliment — it's the repeat.

**PM:** Is there something that inspires you in your work that you'd like to talk about?

**WC:** Well, my mother was a real estate broker in the Atlanta market for over 10 years. I didn't work with her when she was in real estate. But when she passed away suddenly and I inherited her company, I wasn't licensed. So, I had to hire a broker to do the work until I got the license. She had five agents who worked for her at that time; she had three new construction builders who worked for her; and she had just purchased a 66-lot subdivision to develop. That's how I learned the business, because I had to take that over. I feel really close to her because she just loved what she did. It was never a job to her.

**PM:** And your son is now involved in the business, and I talked to your daughter as well.

**WC:** Yes. Alyssa has been doing the marketing, and consulting work with me as well. My son Jonathan has been a mortgage broker for over 12 years" in North Carolina and South Carolina. And I have a younger son, David, who is a licensed agent as well.

**PM:** So, it's a family business — you must be very proud.

**WC:** I am. I'm thankful to be able to work with my children and have them close by.

**PM:** Do you have any advice for someone just starting out in the real estate business?

**WC:** I think the most important thing is to have somebody who could be a mentor, somebody that could take them under their wings. I didn't have that. I had to figure it out on my own. I think having somebody who could take the time to teach you the ropes. It would be very hard to just get a real estate license and say, "OK, what do I do now?" It's a tough business. Having a mentor would be my greatest advice to someone starting out. I was a high school teacher for eight years out of college. I enjoy teaching/mentoring my agents. That is another difference at our firm — agents have direct access to the Broker In Charge.

**PM:** Thank you very much, Wess, for your time and participation in this interview.

**WC:** I appreciate your questions. They were certainly thought provoking. You know, sometimes realtors get the same bad press as used car salesmen, and nobody likes them. I've tried to overcome that in my business, in dealing with folks and relationships. Sometimes it's hard because some people have made up their minds already. But it's a great business and I love getting to meet people that I wouldn't get to meet any other way. I love what I do. I think Mom would be proud.