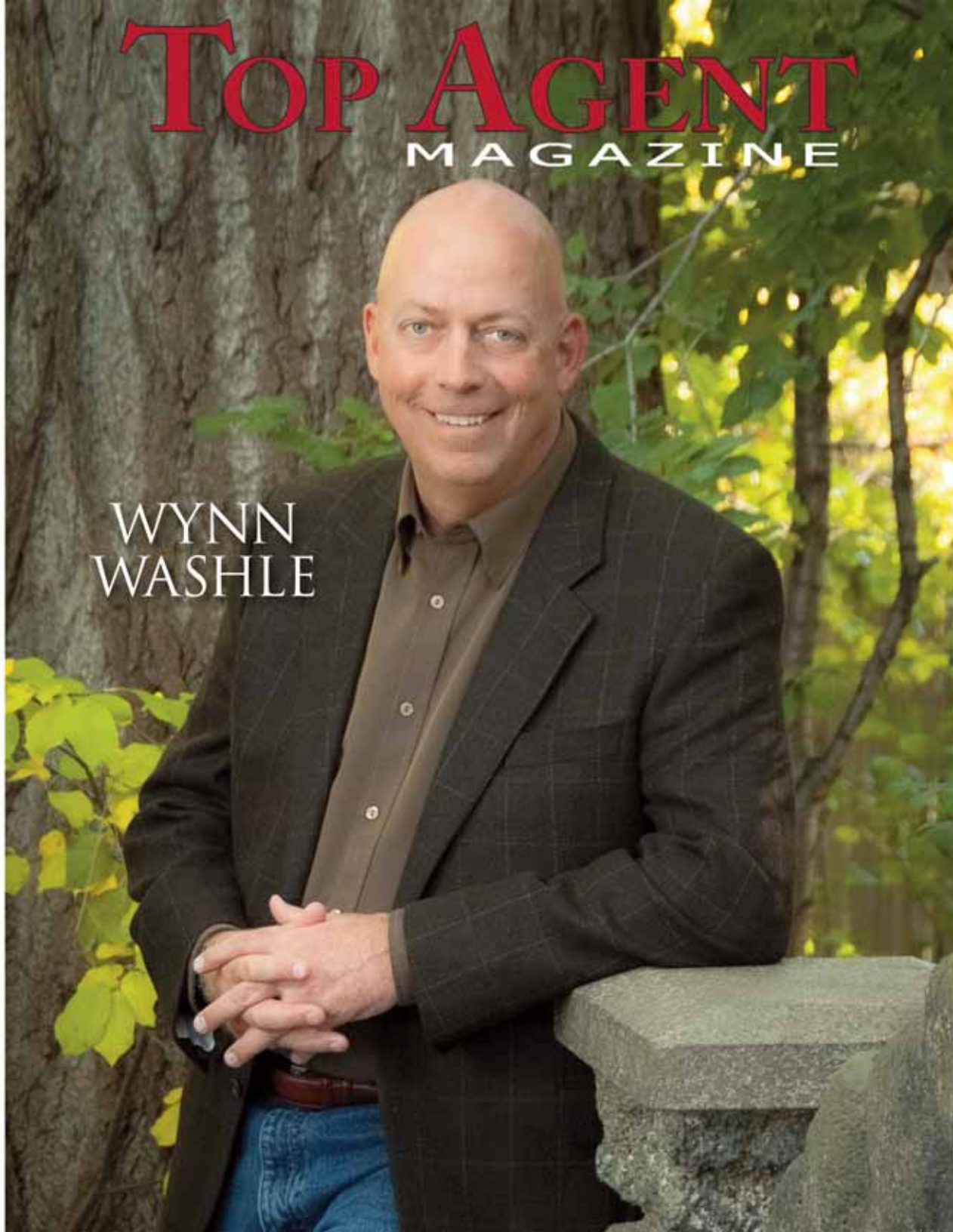


TOP AGENT

MAGAZINE

WYNN
WASHLE



WYNN WASHLE

Wynn Washle, Ph.D. sums up his role as a buyer's and seller's agent in Northern Colorado succinctly. "I am a change specialist," he says. One look at his resume, and you'll see that the term change specialist is absolutely accurate. Holding a Ph.D. in Marriage and Family Therapy, Wynn is well into his fourth career now as Broker Associate/Partner with The Group Inc. Having run a marriage and therapy practice for many years, serving as an independent business consultant for years, before being named Director of Strategic Planning for Duke Communications in Loveland; suffice to say that Wynn has had a diverse and illustrious career.

However, in all of these positions, one facet of his work has remained consistent. "I help people with change. Whether that is marriage, divorce, growing a business, moving or selling a home; the biggest fear that most people have about change is that it is going to be disruptive. I help them to go through change with the least amount of disruption," he says. That ability to help people transition through change has now served him and his clients in Northern Colorado incredibly well for more than 15 years. However, becoming a REALTOR® happened absolutely by chance.

"I am very good friends with Larry Kendall, Founder of The Group Inc. He asked me one day if I'd ever considered working in real



estate. I nearly spit out the water I was drinking," Washle recalls with a chuckle. But something about what Kendall had proposed had piqued Wynn's curiosity. "I discussed the idea with my wife Karen. The biggest concern was obviously 'how do we survive the first six months?'" However, Wynn recalls Karen encouraging him to let go of his own fear of change and go for it. "I

told Larry I was in, and the next day I got an offer for a part time consulting job that would help pay the bills while I was getting started," he says.

Wynn didn't waste any time diving headfirst into his real estate career. "I may be well educated, but I didn't know a lot about real estate. The Group Inc.'s founder had

developed the #1 Sales Training tools, Ninja Selling, and I did everything I could to study and learn," Wynn says. "I took 4 x 6" cards and wrote out each paragraph, and memorized the entire real estate contract. I never wanted to sit across from a client and not know what was on it. All real estate agents are friendly, and so am I, but I also wanted to the customer to feel confident in my competence," he adds.



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Now, more than 15 years later, Wynn working alongside Karen, is closing approximately 75 transactions this year. He credits his past careers for some of his success, noting that his work as a therapist prepared him to understand how to deal with anxiety filled situations and listen for what the customer really desires. He also credits consistency as one of the pillars of his

success. “Consistency is priority #1. I have my ‘hour of power’ every Monday and Thursday, with the goal to make 75 calls each week. I never skip making my calls, even if I’m traveling,” he says.

Wynn also keeps in close contact with his clients, which has proven to drive his business to greater heights each year. “I send

out 10 newsletters each year, and I send silly, self-deprecating post-cards for birthdays, home purchases and wedding anniversaries. I send ice cream gift certificates to families with children. By staying in contact, I can often see a real estate need that they will have 2 or 3 months before they do,” he says.

For Wynn, these strategies can hardly be

considered work, as his enthusiasm for his work is frankly, palpable. “The biggest reward of my job is that I get to be friends with the people I work with. As a therapist you are not allowed to be friends with your clients. As a consultant, the relationship is professional. I get to be friends with my clients in real estate. I am active in the community and active in their lives.”

A full-page photograph of a man with a shaved head and blue eyes, smiling slightly. He is wearing a dark grey pinstriped blazer over a brown button-down shirt, a red leather belt, and blue jeans. He has his hands in his pockets. The background is a wall of vertical wooden planks. In the top left corner, there is white text providing contact information.

FOR MORE INFORMATION
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