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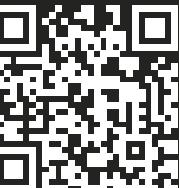
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Alex Tuong,
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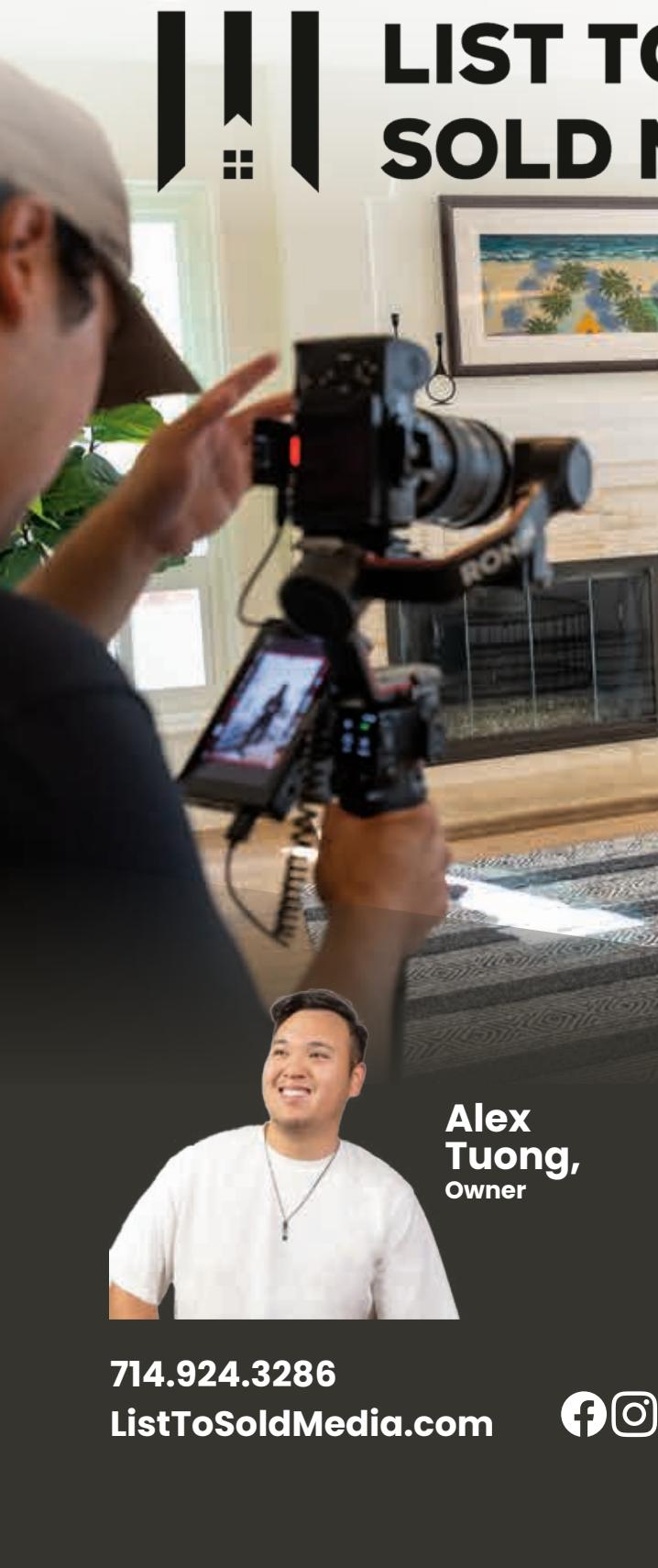
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► cover story

Written By Terrina
Russell Photography
by Marissa McCutchan

ANDREW ANNETTE WARBURTON

Warburton Group. In the ever-evolving landscape of real estate, few stories resonate as profoundly as that of the Warburton Team. What began as a humble endeavor has blossomed into a revolutionary force, challenging industry norms and redefining success on a national scale. Led by visionary entrepreneurs Andrew and Annette Warburton, this team of dedicated agents and innovators has not only embraced change but has actively pursued it, propelling themselves to the forefront of the industry.

From its inception, the Warburton Team set out to disrupt the traditional model of real estate, recognizing the need for a consumer-centric approach in an age dominated by tech giants like Zillow and Realtor.com. With a keen understanding of the shifting landscape, the Warburton's and their team pivoted toward a B2B model, leveraging technology to better serve clients and forge partnerships with industry leaders.

"We see ourselves as a tech company that works with agents to service customers," said Andrew. "It's a very important distinction in our company. So everything we do is based on technology. We are building tech systems. Right now we have a team of engineers in Pakistan and a team in India building out technology platforms for us to better serve today's consumer."

At the heart of their success lies a commitment to innovation and adaptability. Recognizing the power of technology, Andrew and Annette invested heavily in the development of their own platform, iConvrt. This cutting-edge metric platform revolutionizes the way agents and clients interact, providing real-time data and personalized insights to enhance the home-buying experience.

But perhaps the true hallmark of the Warburton Team's success lies in their unwavering dedication to their clients. In an industry often marred by self-interest, the Warburton's and their team have prioritized the needs of the consumer above all else. Through their partnership with tech giants like Zillow, they have unlocked unprecedented access to potential buyers, ensuring that no lead goes untapped and no client goes underserved.

"Real estate consumers are the highest, high dollar underserved community that exists among consumers," said Andrew. "And so we train our agents to serve that community in a way they have never been served before. We love agents. We train agents. We nurture agents. However, it's not about the agents, it's about the consumers. We know that home ownership provides a better destiny in America, so we train our agents to support people in reaching that destiny."

However, their journey has not been without its challenges. As they sought to disrupt the status quo, the Warburton Team faced resistance from those wedded to the old ways of doing business. Yet, through sheer determination and a steadfast belief in their vision, they have overcome every obstacle, emerging stronger and more resilient than ever before.



“

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WORKS WITH AGENTS TO SERVICE CUSTOMERS.

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”

“

MY WIFE AND I HAD PLANNED TO RETIRE, BUT THEN OUR SON CAME ALONG AND
WE THOUGHT, YOU KNOW WHAT, LET'S SCALE SOMETHING NATIONALLY. LET'S
SHOW HIM THAT THE WORLD IS TRULY YOUR OYSTER.

”



“We operate off what we call the “Amazon Principle,” said Andrew. “We help people. Not when it’s convenient, but when they need help. Every lead is a connection to us. Connections are neither good or bad, they are just whens. When will they be ready? Today, a month, 12 months? Then it’s our job to use technology and personal kindness to be there for them in 12 months.”

Like many, Andrew and Annette pride themselves on their company’s humble beginnings.

“We had a small group of agents that started in our living room,” said Andrew. “My wife and I had planned to retire, but then our son came along and we thought, you know what, let’s scale something nationally. Let’s show him that the world is truly your oyster. And if you have the courage and ability to build something that will change the world, you do it. We started with a core group, and most of

them are still with us today; people who just believe in you and what you’re building. I’m forever grateful to them.”

As they look toward the future, the Warburton Team remains steadfast in their mission to revolutionize the real estate industry. With plans to expand their reach nationwide and empower agents across the country, they are poised to shape the future of home buying for generations to come.

In the end, the story of the Warburton Team is not just one of success, but of possibility. It is a testament to the transformative power of innovation, perseverance, and above all, a commitment to putting the needs of the consumer first. As they continue to blaze a trail in the world of real estate, one thing is clear: the Warburton Team is not just changing the game – they’re rewriting the rules altogether.

2023

BY THE NUMBERS

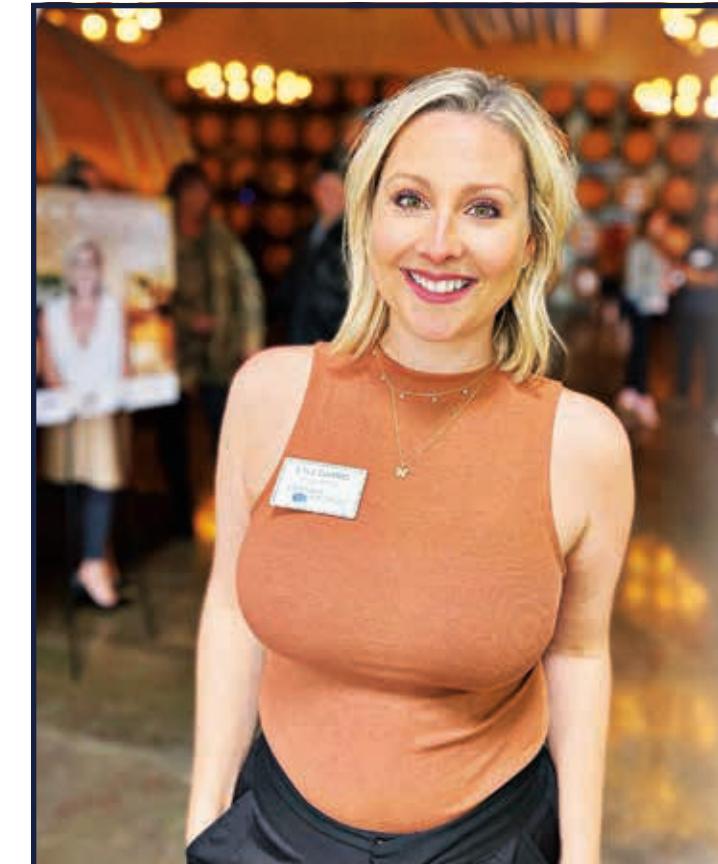
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11,066
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JENNIFER MITCHELL

Written By Terrina Russell Photography by Marissa McCutchan

That experience taught Jennifer two things; she loved the pride of ownership, and she also found purpose in the process. Driven by her passion, Jennifer dove into the real estate world, drawing on her meticulous organizational skills and detail-oriented nature. It all started with a realtor who recognized her potential and suggested she explore real estate as a career. Despite initially working a 9-to-5 office job, Jennifer couldn't ignore the voice urging her to take a leap of faith.

However, her early success wasn't without challenges.

"In the beginning it was a lot to process but I was willing to jump all in to learn as much as I could," she said. "I didn't even hire a Transaction Coordinator because it was important for me to absorb everything."

What has set Jennifer apart is her ability to connect with clients on a personal level. Her relatable nature and willingness to share her own home-buying journey create a unique bond. Clients trust her implicitly, even if they haven't met her in person, highlighting the power of her authentic communication and genuine care.

Jennifer acknowledges the life of being a realtor, working tirelessly, but her vision for the future includes building a pipeline of referrals, allowing her the flexibility to work smarter, not harder. She dreams of a day when she can travel more and spend time with family without compromising client satisfaction.

"I know success doesn't happen overnight, so I'm putting the hours in, continuing to grow, and investing in myself. I have a fire and a drive for this industry. If I never took the leap of faith I wouldn't be where I am today and I am forever grateful for that."

► rising star

I know success doesn't happen overnight, so I'm putting the hours in, continuing to grow, and investing in myself.



“

I have a fire and a drive for this industry. If I never took the leap of faith I wouldn't be where I am today and I am forever grateful for that.

”

Jennifer's commitment to learning and refining her processes has continued to fuel her growth. With over 50 homes sold in the last two years, her confidence has soared.

For Jennifer, success is a continuous journey. She emphasized the importance of staying focused on goals and never stopping the pursuit of learning. Knowledge is power and mindset is everything.” Her advice echoes the sentiment that change, though scary, can lead to the most rewarding outcomes.

Now, after years of hard work and dedication, Jennifer looks back at her journey with pride, knowing that her unique approach and unwavering commitment have set her apart, and will continue to set her apart, in the competitive real estate industry.





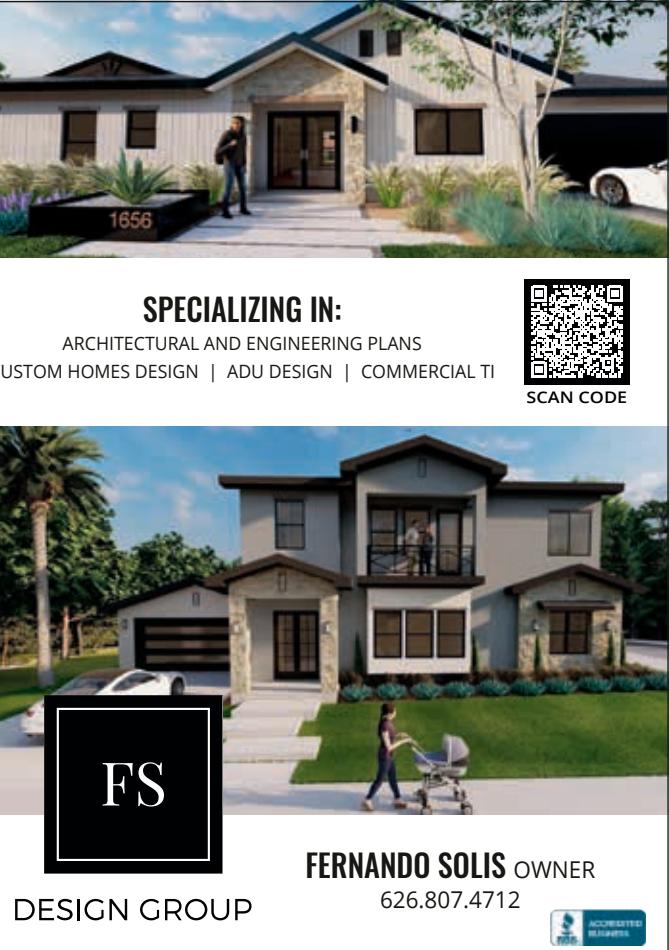
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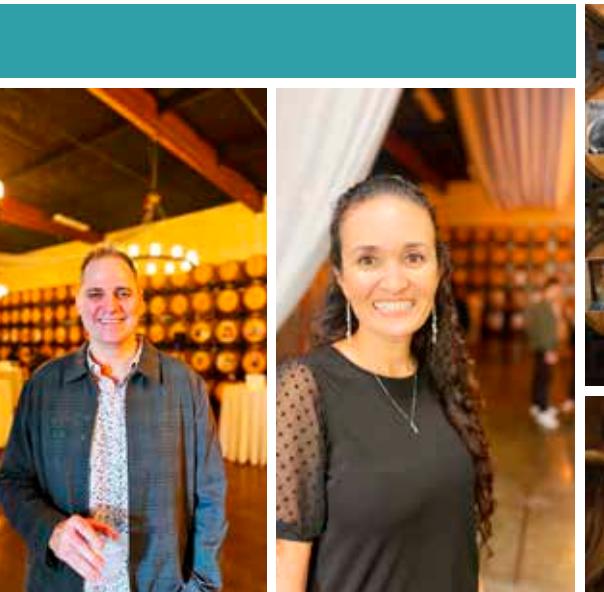
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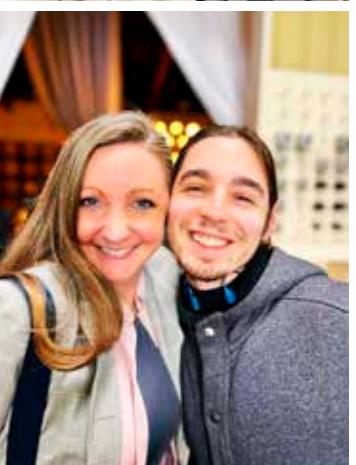
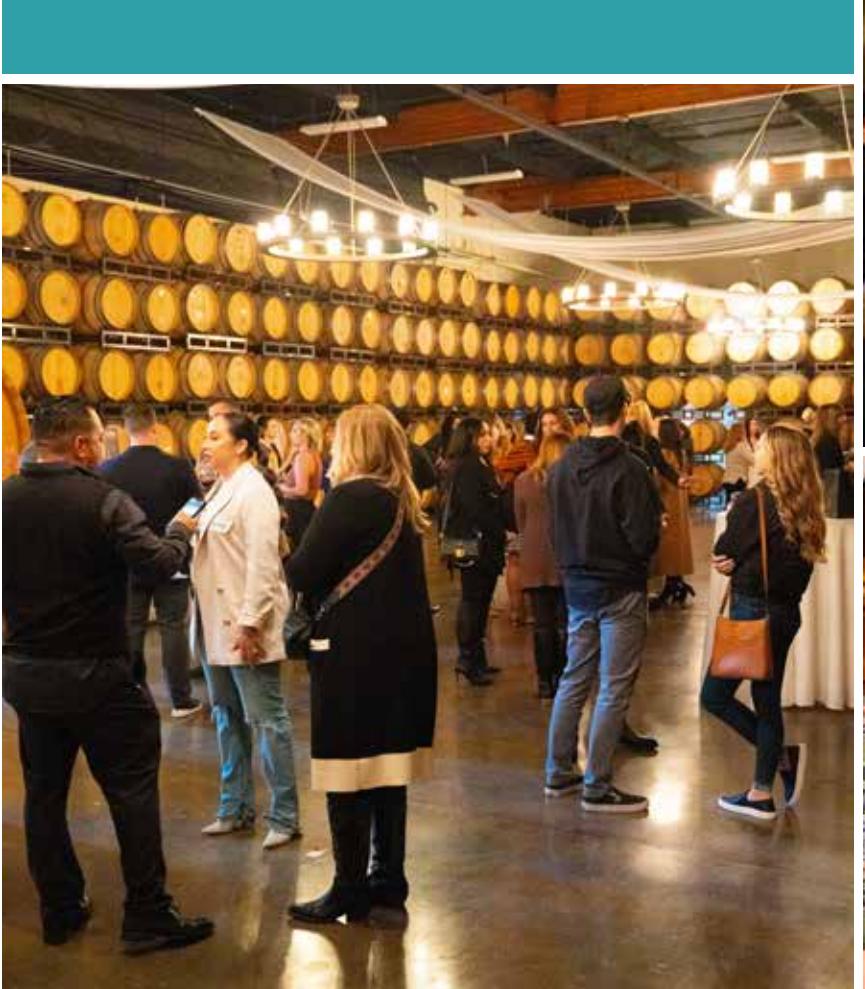
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