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DREW DENHAM

**Empowering
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When Drew Denham began his real estate career seven years ago, he was working in corporate finance and looking for ways to honor his entrepreneurial interests. He soon discovered a profound enthusiasm for teaching, encouraging, and communicating, aiming to make a significant impact on both clients and agents who are seeking guidance. He focused on tackling challenges that others considered unsolvable and is continually improving the client experience. “My aim is to deliver a memorable and consistent experience,” Drew said. “As an entrepreneur, there’s no limit to the number of people you can support and serve.”

Originally from Bay City, Michigan, Drew spent the early part of his professional career in corporations. He earned two bachelor’s degrees — one in finance from Michigan State University (MSU) and another in accounting from Saginaw Valley State University (SVSU) — and a master’s degree in business administration from SVSU, which allowed him to apply his academic knowledge toward a job at Dow Chemical in Midland. He then accepted a position at Amway in Ada in 2014, where he spent the next five years in three different finance roles.

In April of 2017, Drew finally decided to take the leap and become a part-time real estate agent while simultaneously working at Amway. “As my interest in real estate and investing soared, I recognized the need for a shift,” Drew said. “With an innate entrepreneurial spirit, transitioning to a full-time real estate focus was an unquestionable decision.”

By June of 2018, Drew left his job at Amway to pursue real estate as a full-time career and has sold over \$55 million in real estate since then. Now an associate broker and solo agent at eXp Realty, Drew has found great success in the industry. He earned the REALTOR® Spotlight Award from Treadstone Funding in 2018 and the ICON Agent Award from eXp Realty in 2024 and was featured as an Agent on the Rise in Grand Rapids Real Producers in May of 2022. He was also recognized as a Grand Rapids Magazine All-Star in 2023 and 2024. In addition to his achievements, Drew became a certified success



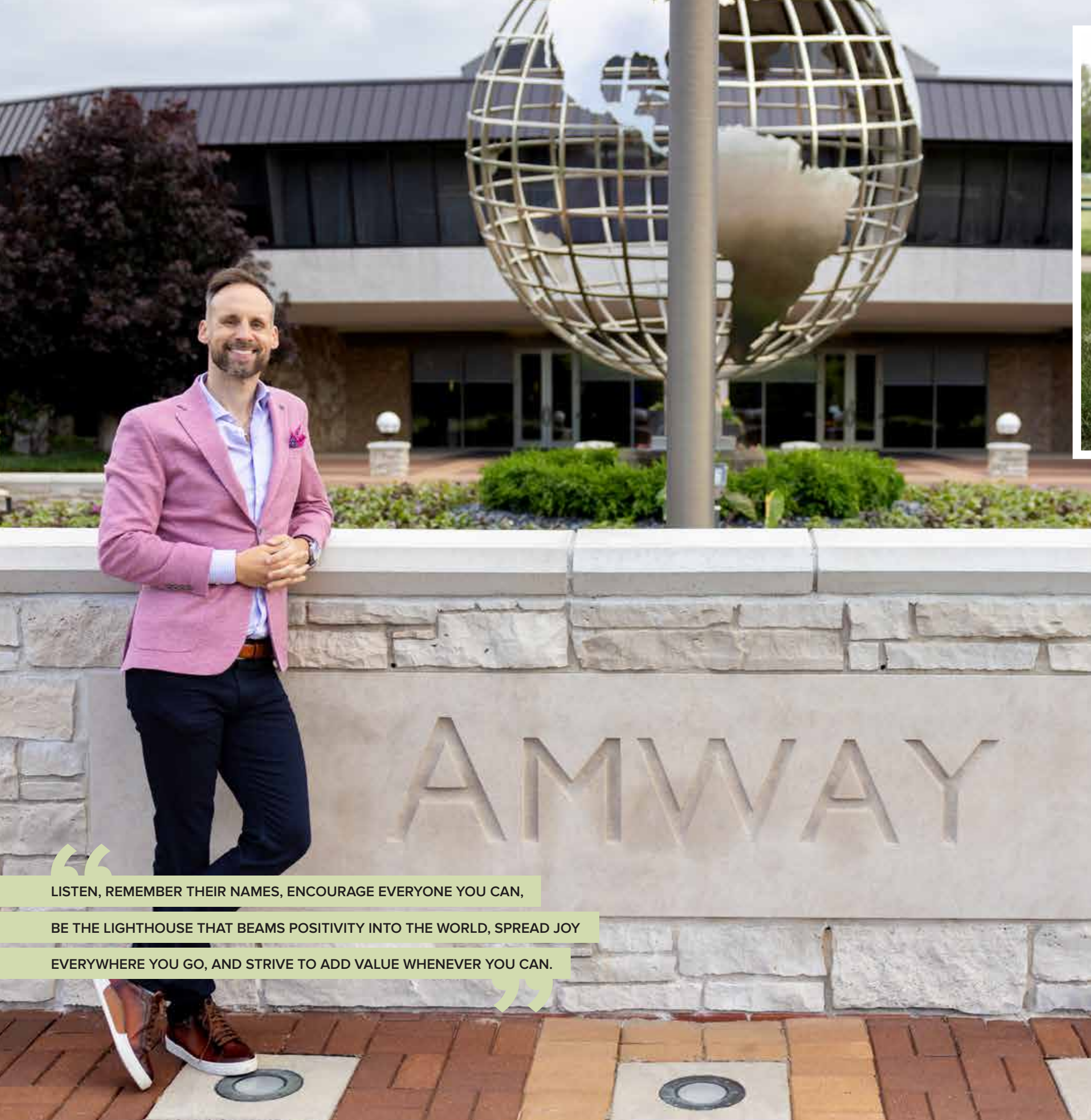
coach with Success Coaching in 2023 and a licensed lender for West Michigan Mortgage in 2024. His impressive industry efforts even extend to his real estate investing, where he has acquired over 40 rental doors within five cities in Michigan.

Drew attributes part of his real estate success to his 10-year corporate journey. His previous Amway colleagues have contributed to a substantial portion of his business, either directly or through referrals, which has amounted to 41% of his

sales in 2023. His connection and reputation within the real estate industry has even given him the popular hashtag #TheAmwayAgent on social media.

Despite his career accomplishments, Drew is still just as passionate as ever about exceeding his clients’ expectations. “My favorite part about being an agent is taking the opportunity to overdeliver for a client whenever I can,” he said. “I am very passionate about connecting with my clients and understanding them on a personal level and meeting them where they are at.”

Early in his real estate career, Drew struggled with doing every task by himself. Nowadays, he has learned to delegate certain duties to his transaction coordinator and part-time administrative assistant, which has allowed him to focus more on the work that caters to his strengths. “I would tell my younger self to seek God in everything that you do, acquire rare and valuable skills, and surround yourself with like-minded people,” Drew added. “Strive



“LISTEN, REMEMBER THEIR NAMES, ENCOURAGE EVERYONE YOU CAN, BE THE LIGHTHOUSE THAT BEAMS POSITIVITY INTO THE WORLD, SPREAD JOY EVERYWHERE YOU GO, AND STRIVE TO ADD VALUE WHENEVER YOU CAN.”



for continuous improvement. The better you are, the more people you can help.”

Drew recommends that new agents should look for ways to enhance their communication skills. “Your success levels in all areas of your life are directly correlated with your ability to communicate,” he explained. “When and how often do you speak with your clients? Is it consistent or sporadic? Can you repeat to your client what they just told you? Are you listening to hear or listening to speak?”

Although Drew believes that setting expectations with clients — as well as with lenders and the other agents in the transactions — is important for creating a favorable outcome, he emphasized how valuable it is to show gratitude toward other people. He encourages all agents to send thank-you notes to other agents and formally thank anyone who sends a referral — even if an interview with the potential client never happens. “Get creative and intentional with the thank-you message. Be consistent and disciplined with this habit, and you’ll continue to be top of mind with your biggest supporters,” he shared.

According to Drew, success in business and in life involves being a blessing to others.

“You don’t have to be a high-pressured salesperson to succeed in this business,” he said. “People might not remember what you said, but they will always remember how you made them feel. Listen, remember their names, encourage everyone you can, be the lighthouse that beams positivity into the world, spread joy everywhere you go, and strive to add value whenever you can. You never know who you’ll meet.”

Beyond real estate, Drew is often spending time with his 8-year-old goldendoodle named Sadie, family, and close friends. He also loves reading self-improvement books — Benjamin Hardy, Tony Robbins, Ed Mylett, and John C. Maxwell are his favorite authors — attending personal growth conferences, exercising, going up north, and playing euchre. Drew is a big fan of the Detroit Lions and MSU Spartans as well.

As Drew looks to the future, he hopes that he can continue to lift people up and help them see their strengths. “I strive to leave a lasting legacy centered on empowering others to discover and embrace their true potential,” he explained. “You never know how far an act of kindness can go in someone’s life.”



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▶ agent spotlight *David*
VAN DAM

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Photo by Angie Vander Ploeg

In an industry where every agent strives to stand out, David Van Dam isn't just making waves — he's crafting a legacy. Currently an agent at Five Star Real Estate, David has been in the industry for over 14 years and serves his clients with heart and dedication.

David's journey into real estate wasn't conventional. After spending three decades as a tool and die maker for General Motors (GM), he found himself at a crossroads when the plant he worked at shut its doors. "At that time, I had 30 years of service completed and was eligible to retire or transfer to another GM plant," David explained. "I was 50 years old at the time, but I was not ready to retire completely. I ended up retiring from GM and then became licensed as a real estate agent."

David's tenure as a tool and die maker nurtured in him a profound sense of organization, precision, and attention to detail, which became invaluable traits that seamlessly transferred to real estate. Prior to becoming an agent, David had bought, split and sold acreage with a partner as a side hustle as well as remodeled four homes and oversaw the construction of his own residence. These experiences amassed a wealth of hands-on building knowledge, which he generously imparts on his clientele, enriching their homebuying process with his expertise and insights.

Driven by a desire to continue his journey of growth and service in a new industry, David drew upon his years of hard work and commitment that





so happy with my services, they refer me to their family and friends,” David explained.

For David, real estate is all about fostering relationships that are built on trust and integrity. “I want to be known as a giver, not a taker,” he said. “I love to encourage people, especially new agents. I don’t want them to give up. I want to encourage them to keep going and tell them they can do this and compliment them on their successes to build their confidence.”

Outside of his career, David loves spending time with his family. He recently celebrated his forty-fifth wedding anniversary with his wife, Beth, and together, they have two children and four adoring grandchildren. Summers are spent as family-bonding time, which are filled with boating adventures. Their shared passion for motorcycle-riding has taken them on thrilling trips to Sturgis, Yellowstone, and the Smoky Mountains. They revel in winter escapes to tropical paradises just as equally. Apart from their shared interests, David also finds solace in small building projects and landscaping, adding touches of personal creativity to their home.

were instilled in him by his father. “He taught me how to work hard, and if you are going to do a job, do it better than anyone else, because anyone can be average,” David shared. This ethos of excellence became the cornerstone of David’s career.

For David, real estate is more than buying and selling properties: It’s about transforming dreams into reality. “I love to help first-time homebuyers and share my knowledge of homes with them,” he said.

Although David places great emphasis on helping people with their goals, his accolades have left an indelible mark on the industry as well. He has been ranked as a Top 300 agent for the Greater Regional Alliance of REALTORS® (GRAR) and a Top 100 Agent for Five Star Real Estate. In 2023, Five Star Real Estate ranked him in the top 20 of individual sales. As for David’s career volume, he has accumulated an impressive \$60 million in sales.

What sets David apart from others in the industry is his willingness to go above and beyond for his clients. Despite his illustrious career, he remains grounded, stressing the importance of personalized service and genuine care. “When clients are

David is all about giving back to his community and beyond. Alongside his family, he supports various charitable organizations, firmly believing in the adage, “We all have been blessed to be a blessing to others.”

When asked about his advice for up-and-coming agents, David’s wisdom shines through: “Don’t give up! Stick with it. Serve people. Do more than the average person. ‘Wow’ them with personalized service. Don’t forget them after the sale. Stay in touch.”

As David reflects on his career, he hopes to be remembered as not only a successful agent but also a kind and compassionate individual who prioritized serving others above all else. “Concentrate on serving your clients. Listen more than you speak. Find out what is important to your clients and meet their needs,” he said.

David’s story serves as a testament to the power of perseverance, passion, and above all, the profound impact of genuine care in the world of real estate. As he continues to inspire others, one thing remains certain — David is a visionary force driving positive change, one home at a time.



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► agent spotlight

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TYLER ADDINGTON

R E D E F I N I N G R E A L E S T A T E

Nestled within the picturesque landscapes of West Michigan, Tyler Addington emerges as a luminary figure in the realm of real estate. Formerly a certified athletic trainer, Tyler is now an agent at RE/MAX of Grand Rapids and has had an illustrious career in the industry for over a decade.

Tyler embarked on his real estate odyssey in the fourth quarter of 2013, marking a significant shift from the world of sports medicine to the domain of property transactions. “The lifestyle I was currently in was not conducive to the one I wanted to achieve,” he explained. “My career at the time involved a lot of afternoon and weekend work hours. Also, the growth potential for income was limited. Real estate allowed me to have a more flexible lifestyle and be home in the evenings and weekends. The potential for income growth was attractive.”

Tyler’s dedication and perseverance have propelled him to extraordinary heights. He has a career volume that exceeds \$52 million and has earned accolades such as the RE/MAX Hall of Fame, RE/MAX 100% Club, and RE/MAX Executive Club awards. Moreover, his consistent recognition as one of the top 5% of REALTORS® by Grand Rapids Real Producers since 2019 underscores his commitment to excellence.

According to Tyler, his favorite aspects of being an agent are the relationships he forms and the satisfaction of meeting his clients’ needs. “Forming new relationships and meeting new people who have a need — and being able to fill that need with excellence and professionalism,” he said. “To do a job well done and exceed the expectations of a client feels really good.”



Photo by Kellie Hetler

Tyler is highly passionate about investors and first-time buyers. “Real estate is such a great investment long term and is a wealth-building tool,” he said. “I am a big proponent of owning an investment. With first-time homebuyers, the market has been such a challenge with low inventory and a lot of competition, so providing experience, guidance, and strategy to help these first-timers obtain homeownership is super rewarding.”

Beyond his professional achievements, Tyler has a deep passion for homes and communities. His

childhood memories are intertwined with fond recollections of his family's house, which illuminates his profound connection to the concept of "home." "Going back to my childhood home, when my parents moved us out of there when I was 9 — that was hard for me. I loved that house and neighborhood," he said.

Outside of real estate, Tyler is devoted to his family and community. He and his wife, Jenna, foster an environment of creativity and compassion, engaging in activities such as pickleball, tennis, and boating, while also supporting charitable initiatives such as the Bethany Christian Services.

Tyler's definition of success, however, transcends mere professional triumphs. "In life, success is raising my two boys to be strong, kind, and independent humans who respect their community, neighbors, and selves," he shared.

As a solo agent, Tyler prides himself on cultivating trusted relationships, guiding his clients through every facet of the real estate journey with empathy and expertise. "I find what real estate means to each client and connect with them on that level," he said.

Tyler's steadfast commitment to maintaining a personal touch amidst the frenetic pace of real estate serves as a beacon of inspiration for aspiring professionals. For budding agents, he encourages them to form a routine. "Stay disciplined, and do the daily and weekly tasks," he said. "You always have to be prospecting for new business."

As Tyler continues to pave the way for future generations of agents, his legacy will be defined by his genuine desire to help others find their perfect place to call home.

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