

TOP AGENT MAGAZINE

TIM JOHNSON | BLACK BEAR REALTY | BLACK MOUNTAIN, NC

In the midst of a successful career in the golf industry, Tim Johnson sought a professional change. “I was having a lot of success and fun in golf,” Tim says, “but my job was taking me away from my family. I wanted to build a business for myself and for my family, a business that would keep us in the place we love, which is Western North Carolina. Real estate has been an amazing experience so far.”



With almost three years in the industry, Tim has already built a thriving business at Black Bear Realty WNC, a subsidiary of Keller Williams in Black Mountain, North Carolina. Already, Tim’s repeat and referral business is strong, a success Tim attributes to his extensive professional networks and his focus on excellent customer service. Tim has earned awards for his service, and has been recognized as an Agent of Excellence by the Disney Institute.

Tim believes that the foundation of his business is the customer experience, and he prioritizes his clients’ satisfaction above all else. “My success in the golf industry was all about taking care of customers and making sure my service was 100% the best in the industry,” Tim says. “Transferring those skills to the real estate business was a no-brainer. It is very important to me that clients know what is happening at every step of a transaction. I’m very transparent and up-front.”

To market his listings, Tim uses a strategic and comprehensive approach that includes targeted digital and social media campaigns. “We look at analytics from the post office, census bureau and other resources,” Tim says, “which helps us see where folks are moving here from. We make sure to market to those areas.”

Tim treats every client interaction as an opportunity to help someone achieve their dreams. “I love making a difference in my clients’ lives,” Tim says. “Whether they are buying or selling, it’s such a big decision. I

love helping folks find a home in North Carolina. It’s amazing to see that goal come to fruition for clients who’ve always dreamed of living in Western North Carolina. The impact goes beyond closing day. I love visiting clients months after closing and seeing how it’s changed their life.”

Though Tim’s growing business keeps him busy, he makes time to give back to his community through his local church and charities. “This past Christmas, our firm reached out to local schools,” Tim says. “We asked for students and families who were going through a rough time, what with everything that 2020 brought, and we provided Christmas presents and food for over thirty-five families. It was an amazing experience for all of us on the team.” When he is not working, Tim loves to plan and go on trips with his wife and daughter, play golf, and to take their dog on hikes.

Looking to the future, Tim is excited about the growth possibilities for his business while continuing to focus on delivering the highest quality customer service. “For everyone on the team, we want to be sure that no matter how big we get that we keep customer experience as our top priority,” Tim says. “My job is to help my clients achieve the dreams they want to achieve. No matter what, that is the core of what I do.”



To find out more about Tim Johnson, please call 828.423.3578 or 828.423.3557, email tim-johnson@kw.com, or visit blackbearrealtywnc.com