Real Estate Broker Drew Lawson

I’ve always liked being in the outdoors. My earliest childhood memory is catching largemouth bass on rapala lures in our pond out back of the house. I must have been 5 or 6 years old. I also shanked my cast one day and hooked my dad square in the back with a rebel crawdad. If you want to ruin a good day of fishing really quick that’s how you do it. Treble hook to the back. It was only ten acres but it set the tone for my life in what my interest would be and eventually my career.

After high school graduation I attended and obtained a four-year degree in five years from the university of central Arkansas. I’m wasn’t the smartest person on campus nor the dumbest, but I was consistent enough to earn a double major degree focused on Finance and Insurance Risk Management. I worked my way through college and avoided student loans. I worked in a furniture warehouse and delivered furniture after hours for cash. I had a successful Christmas light hanging enterprise for the final three years at college. I hit it big time when the local paper did an article on the Christmas lights but of course by then I had competition. I have it hanging on my wall. The reporter who wrote the article said I had a aw-shucks Opie Taylor demeanor. I didn’t know at the age of 22 what that meant. I do now and I think he saw something that I didn’t see. I don’t let challenges get in the way of the task. Slow and steady we will get there and when it’s time to go fast we go fast. Sometimes things fall apart but we are still going to accomplish the mission.

After graduation I went straight into corporate America employment, Took the one job that scared me to death. Sales. I couldn’t turn down 45k a year, free car, free gas, free cell phone, free internet, my boss lived in Iowa, and half the state of Arkansas to sell Commercial Insurance to. I managed to land a gig that allowed me to be outside driving around the state trying to sell their products commercial property, liability, work comp, commercial auto, and umbrella. I wasn’t a good salesman at the time but I started learning about what works and what doesn’t. This is what I found out: sales aren’t hard, you answer the phone, return voice mails, emails, text messages, gather information, never mis represent, answer honestly, and its ok not to know the answers to everything. I guarantee I can get my phone out and withing a few calls find out from an expert the answer to the question. So, from Fort Smith to Conway to Jonesboro all the way to the Missouri boarder I went, met, and built contacts and even sold a few policies that to this day pay dividends for me. I didn’t sell that much insurance and my book of business was small, we only averaged 3 percent closing ratio in Arkansas. I would quote over 125 businesses a year only to sell 6 or 7 policies. It wasn’t fun. It’s hard to sell a product when you’re twice the price as what they already pay and it’s easy to sell a product everyone wants. It wasn’t long after this I decided to think outside the box. I was lucky to have a mentor who planted a seed in my head when I was going to college which made me think. I’ve always had a good work ethic, so why not get something else going on the side to work as time allowed. I was 26 years of age when I became licensed to sell real estate in Arkansas. I continued to sell commercial insurance until they discovered I was a licensed real estate agent and fired me seven years after becoming licensed. It went something like this: Drew, we like you, and you do a good job for us, but having that real estate license is a corporate conflict of interest so were going to have to let you go. I could see the writing on the wall that this job wasn’t going to work for me early on. I suppose we were both using each other to get on down the road. Earlier that year I took the required Arkansas Real Estate Broker courses and passed my test setting myself up for a transition. 2015 I transitioned out of corporate America and stepped up to the plate to take a chance on myself.

Arkansas Real Estate Solutions was started in 2016. 3 Partners went in to split bills and sell real estate. To this day that’s how it goes. We are all real estate brokers which is a step up from real estate agents. Brokers can sign their own contracts whereas agents have to have their broker review the documents and sign off on the contract. I tend to get into one trend and stay there for a while until I find the next market I can go into, learn how it works and sell some real estate. I’ve sold so many houses I can’t keep count. I’ve negotiated bad debts for defaulted homeowners over 100 times successfully with the biggest mortgage companies on the planet. I’ve bird dogged properties for high end commercial speculators and negotiated deals in places they could never get into. I’ve sold some commercial properties that are already built and ready to go. I once negotiated a multi-million-dollar hotel deal at a four-way stoplight when I happened upon a client of mine. I’ve been in meetings sitting with people wearing thousand-dollar suits and I’ve set in the middle of nowhere and had coffee in a run-down house. When starting out you can’t be picky at what listings you get. You take what you can get but after a while when you get enough experience under your belt, money in the bank, confidence in your skills you do get to pick what you want to sell. Since 2019 I’ve focused more and more time on finding and bringing tracts of land to market to be sold. For every one land listing I have I know where three more are that aren’t advertised for sale but could be bought. Selling land is the most fun I’ve ever had selling anything in real estate. Drive around the country side, look at the best places in Arkansas, and sometimes sell something so special money can’t buy most days. Boots, Jeans, Ball Cap, 4-wheel drive, atv, kayak, boats, laid back people, helping people get out of the city, bug out locations, Loggers, investment timber, vrbo, air b&b, hunting, fishing, homesteading, live water, ponds, creeks, lake view, lake front, mountain view, cabins, caves, waterfalls and so many other things selling land opens up opportunities for and I am grateful to be a part of process.

Arkansas Land Solutions a division of Arkansas Real Estate Solutions was started in 2021 after I lost out on a big land listing which is what prompted this description of who I am and what I can offer. Up unto this point I’ve been good enough to keep my head down and work consistently to meet a variety of people for numerous different reasons who want to sell their property. I don’t have to advertise and I stay busy. My website didn’t portray someone who focused on land and could handle what selling land entails. I thought I didn’t need it and it cost me big time. It was a listing that I would have sold easily and I didn’t want to be in this position again. Thus, here we are. I’m excited about the opportunities in front of me and next time I won’t lose out. I like competition but I also like and expect to win.

Here’s what you can expect when you Hire me to represent You. I work best when you tell me exactly what you want. I don’t have a crystal ball unfortunately, but I will have a good idea of what I think the land you want to sell is worth. I want to know what you want for the property and what you think its worth because that’s the starting point. If we can generate phone calls the offer will come. Selling real estate is like going fishing only your house, land, farm is the bait. They all attract buyers like a bait attracts fish. The telephone line is the same as the fishing line. Once you get that call it’s time to answer questions about the property, qualify the buyer, and show it to them. The offer will come next. If it’s not where you want to be we counter offer the buyer. Put the ball back in their court and most of the time we can negotiate a sales price that makes all parties involved happy.

I pulled all my past transactions that I could which was going back to 2011 the earliest records available and I’ve had more than 300 transactions and totaling more than 42 million dollars’ worth of real estate. Broken down that is over 25 million dollars’ worth of sales representing sellers and over 16 million dollars representing buyers. I have seen enough to know what to expect before we should expect it. That will make the whole process go smoother. I have title companies in place, real estate lawyers in place if needed, surveyors, appraisers, well inspectors, timber companies and many more contacts established so when we need someone’s professional opinion on a matter it’s a phone call away. So what are we waiting for? Let’s get started today.