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**Melissa Herdman of Kirk & Cobb Realtors Ranked in RealTrends + Tom Ferry's
2023 America's Best Real Estate Professionals List**

(Topeka, KS, August, 15, 2023) Melissa Herdman of Kirk & Cobb Inc., Realtors was named one of America's most productive sales associates as a part of RealTrends + Tom Ferry America's Best, a state-by-state ranking report produced by RealTrends and Tom Ferry International. Herdman has earned recognition as part of the top 1.5% of Real Estate professionals in the nation, and ranked number eight in Kansas.

"I am grateful to be in this position. The confidence and trust that customers have in me is not something that I take lightly or for granted. The fact that it isn't a "popularity contest" makes it more meaningful," said Herdman. "This is an accomplishment that could not have been achieved without the team behind me. I have a family and friends that put up with my crazy schedule and are adaptable to pushing time together back to accommodate a last-minute showing or call. They also believe in me and are constantly cheering me on. Equally important is the wonderful work family that I have at Kirk & Cobb. Being at a full-service brokerage allows me to have many talented people assisting behind the scenes, allowing me to be better able to attend to forward-facing customer needs. There are also fellow professionals who will give a hand with showings when I can't be in two places at once, need an open house covered, or need to run some ideas past them. Personally and professionally, I am constantly surrounded by the best people around."

Kirk & Cobb has an established history of top-ranking agents, but Steve Kirk, broker/owner of Kirk & Cobb, Inc., Realtors in Topeka and Osage City acknowledges that Herdman's performance is outstanding. "Melissa's discipline and focus, her dedication to continued education, and her authentic desire to help people make her truly deserving of this national recognition," said Kirk. "She is an excellent problem-solver, which is a prerequisite of a truly great REALTOR®. We are so proud to have her as a colleague."

RealTrends America's Best Real Estate Professionals ranked over 28,000 residential real estate professionals solely based on their excellence in real estate sales during calendar year 2022. All production numbers are independently verified by a third party to ensure accuracy and report integrity.

To qualify for inclusion of America's Best, an individual agent must have closed at least 40 transaction sides or \$16 million in sales volume in 2022. Herdman had a total of 93 transaction sides, which earned the number 8 rank in the state of KS for sides. Herdman ranked 25 in the state of KS for residential sales volume - with volume of \$19,906,783. This is a remarkable accomplishment when you take into consideration the relatively low cost of housing in Herdman's sales area compared to other markets.

Agents in the Kansas City and Lawrence markets, for instance, would typically reach a higher sales volume for the same number of units sold in the Shawnee and Osage County areas because the median sales price is significantly higher in those markets.

"Those individual agents and teams who make up the 2023 America's Best represent only about 1.5% of all Realtors® in the country yet account for over 10% of the closed transactions, and more than 16% of all the sales volume closed last year," says Mark Adams, vice president of real estate at RealTrends & HW Media. "To say that Melissa Herdman is an exceptional sales professional is an understatement. To attain this level of sales is extraordinary."

When asked how she reached this level of success, Herdman said, "I continued to do the same things that I have done throughout my real estate career. I treat customers the way that they want to be treated, listen, ask good questions, and have the willingness and ability to take customers from where they are to where they want to be. Customers are much more than "deals" in my business. They become part of my world long after closing. I have told customers, "You don't get rid of me at closing," and they don't. We don't always see our customers at the best times of their lives. Change is often difficult, even when it is something as exciting as purchasing a new home. But for every photo of a customer excitedly holding a sign at closing, there are never photos of the divorcing couple signing the closing documents selling their family home or the children signing the deed to the childhood home while they are mourning the loss of a parent. Empathy is a skill often overlooked in today's fast-paced world, yet it is something I use in real estate multiple times daily."

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