



## Darrell Gibbs

Broker in Charge  
Gibbs Realty and Auction Co.

Working with foreclosed homes is sometimes seen as a less-than-desirable job, but Darrell Gibbs says the dirty work has to be done.

“It’s a very big part of the economy, getting values back to properties,” he says. “Until that transaction takes place and that situation is resolved, we really don’t have a stable real estate economy.”

Gibbs Realty and Auction Co. has been dealing in bank-owned properties since the early 2000s. The company has six offices across the state, five of which deal with primarily REO properties, and approximately 85 different clients.

In the past year, the company as a whole sold 869 properties, with a gross revenue of about \$70 million.

To ensure continued success, Gibbs says he and his agents need to continue to focus on the clients. The company has instituted a new division called Carolina Home Showcase that helps clients stage homes for sale.

“We must be value-conscious for the consumer and do everything we can to give them the most for their money,” he says. “The client does not want to have to pay for extravagant overhead or things that do not work.”

Gibbs also plans to put more of an emphasis on Internet and mass media and move away from the traditional ways of listing properties. He says thinking outside the box will be critical for future success.

He attributes his past success to the team effort within his company and his company’s cooperation with fellow area real estate agents.

The other thing that helps him succeed is the woman who works in accounts payable/receivable: his wife, Wendy.

“There’s a wonderful wife that stands by my side,” Gibbs says. “She’s been the secret of my success.”