

# TOP AGENT MAGAZINE

## JUSTIN DYAR

North of Birmingham, Alabama, lies a vacation destination where gorgeous scenery and water sports abound, generations of memories are made and one entrepreneur has built a thriving, business with a national reach. Since 2003, after graduating from University of Alabama, Justin Dyar has been building an enterprise in the place of his fondest childhood memories.

Covering 21,000 acres of Winston, Walker and Cullman counties in Alabama, Smith Lake is known for pristine views; marinas; boat launches; fishing; waterskiing; tubing; and welcoming vacation home communities. It was Smith Lake that inspired Justin to launch his innovative real estate company, Lake Homes Realty. "My parents always had a vacation home on Smith Lake and I had visited the area since I was a child," says Justin. "I knew the lake and the area, so I started doing real estate there as soon as I graduated from University of Alabama."

Initially focused on Smith Lake, Lake Homes Realty is now the Country's largest lake-focused real estate brokerage. "We expanded the business model that I developed in 2003 and have operations in 20 states," says Justin, a part owner of the national real estate firm. "We are specialists in the field and we are expanding into new states," he adds. "Anywhere there's a lake, we will go." Having perfected his marketing and sales expertise at Smith-Lake, Justin now has a marketing platform that tailors to the needs of lake home sellers and buyers.

In Alabama particularly, Justin's team includes several buyers agents, a professional photographer, and an assistant. His clientele loves the fact that Justin lives full-time in the area and that he understands what makes Smith Lake so desirable. In fact, Justin is so dedicated to the region that peers and colleagues dubbed him "Mr. Smith Lake®" years ago. "It is actually registered trademark. I use it in my marketing; people know that I specialize in



a niche market where you have to know the area and the market very well in order to succeed." The area's real estate, he explains, is quite unique. "You are not able to just look online or put an address into GPS to find properties," he says.

Nearly 95% of Justin's personal business is "week-end" or vacation homes, with the remainder comprised of farms or retirement homes. Naturally, therefore, he has marketing down to a science. "Everything is marketed online and through several websites geared toward Smith Lake and our market," he says, adding that their analytics show that the buyer pool typically lives within a three-hour driving

distance of the lake home, but that some buyers are beginning to seek out vacation and investment homes from across the country.

His clients also appreciate the fact that, despite Justin's high volume of business, he remains hands-on with each client. "People might look at the amount of properties we list and think that I'd be too busy to call them back, but when you call my number you get me personally." He says that, even if someone answers his call, he personally returns every call and all emails go into his personal in-box. Approachable and easy going, Justin makes the lake home purchase or sale experience as delightful as it should be.

While Lake Homes Realty will gladly expend to any place where there is a lake with homes or land around to be sold, Justin's first real estate will always remain at Smith Lake. Given his love of the lake, he gives back to the community regularly by sponsoring local charities, schools, libraries and events. He sponsors the annual 'Wake the World' event at Smith Lake, through which underprivileged children get to go out on the lake for an entire day to experience things they otherwise might never get to do. "As many as 50 people volunteer, donating their boats and their time to drive kids around on the lake for water sports and fun," explains Justin. For "Mr. Smith Lake" there could be no more fitting cause.



To learn more about Justin Dyar,  
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