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**MATTHEW
TALBOT**

The Talbot Team

Photo by [Stylish Detroit](#)

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MATTHEW TALBOT

**PURSuing A
PROFESSIONAL
PATH WITH
PURPOSE**





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By **Jane K. Asher, Ph.D.**

Photos by **Stylish Detroit**

For Matthew Talbot, true success is a dynamic process driven by one's commitment to helping others. "It's the act of becoming the person the world needs you to be and enjoying the journey along the way," he said. Fortunately, in real estate, Matthew has found the means to actualize success on his own terms. By becoming an ally for people during life's transitions, Matthew is not only endeavoring to "redefine an aging industry," but he's also enjoying every step of his journey.

After earning his bachelor's in marketing from Western Michigan University in 2012, Matthew worked in business-to-business sales for Xerox. After about six years, Matthew, who had learned a bit about real estate from his close friend Erik Wright, decided to enter the industry as a part-time agent in May 2017. "Both of my parents ran small businesses, and I've always wanted to do the same," Matthew said. "Real estate allowed me to use my knack for marketing, hone my entrepreneurial skills and help the community."

In January 2018, Matthew committed to real estate full time, and now, after almost four years in the industry, he has sold over \$50 million and earned the Best of Zillow title, as well as countless 5-star reviews. "Seeing how my guidance has been genuinely helpful to my clients is my greatest reward," Matthew said. "That's something not everyone gets to see firsthand in their business."

Matthew, an associate broker at RichRealty, went on to establish The Talbot Team in 2019, an endeavor which he successfully accomplished because Rich Eisiminger, his managing broker, provided him a platform for growth. "Cultivating a team rather than hinging my business

on being an individual agent was uber important to me and always my plan. Rich had a huge part in providing me the ability to do this. I thank him for that," Matthew said. "I have the pleasure of working with one of the best humans on this planet: Nimesh Patel. He was the first addition to the team and is an absolute rock star agent and a truly inspiring guy. His work ethic and selflessness to serve our community is something I have never seen in my career." In addition to Team Leader Matthew and Nimesh, The Talbot Team includes six other agents, a full-time marketing coordinator and a transaction coordinator. Matthew also surrounds himself with a "kick-ass team of creatives" — the many unofficial teammates who play a crucial role in Matthew's execution, brainstorming and ideation process.

"At first, one of my greatest challenges was delegating tasks — I tend to be pretty obsessive when it comes to making sure all the right things are happening at the right time," Matthew said. "So, surrounding myself with a team who I trust will do right by our clients and the community was my biggest concern; now that we have started to do so, it makes the future exciting! 'Good to Great' — a book I read a long time ago — refers to this process as 'getting the right people on the bus.' We have a great start on that and hope to continue that trend."

Matthew, who grew up in Plymouth, says that "everything good" in him has stemmed from his parents, family and the community he was born into. "My parents taught me to always go with my gut and be of service to others — without them, I don't believe that I would be as involved in the emotional aspects of this market as I am," he said. "Because of my upbringing, I want to ensure that everyone I work with has the same chance at the awesome feeling of doing right by others."

One of the ways that Matthew is sharing his positivity — and serving others — is through Moving Motown, a community organization that highlights Metro Detroit culture, business, food and life via its blog, vlog and podcasts. "My sister Samantha and I both live in Detroit and are passionate about



the city, its people and its communities,” Matthew said. “She has taught me that a life of community service is a life worth living.”

Matthew explains that Moving Motown originated as a “real estate project” — a vehicle for showcasing the communities he was working in throughout Southeast Michigan — but he later decided to separate it from the real estate world and let it morph into “its own thing.” Moving Motown is committed to supporting and marketing local businesses and people through entertaining and educational content. Matthew anticipates that the organization will eventually receive 501(c)(3) status and become “an official nonprofit.”

While doing right by others and giving back to the community is what drives him, Matthew is focused on “redefining the way real estate is sold” by “redefining marketing.” “We consider ourselves a media/marketing company that happens to sell real estate,” he said. “This involves services like professional photography, videography, custom commercials, branding and paid marketing campaigns for every client. Our goal is to reach as many people as we can via modern marketing, for each and every listing — that is the only way to truly do right by your clients for every sale.”

In his personal life, Matthew enjoys dinners with his parents who live in Plymouth, golfing with his dad, working out and Euchre

game nights. He and Nicole, his girlfriend and fellow foodie, also love trying out new restaurants and coffee shops, attending concerts and traveling to new countries. “Nicole is my best friend and absolute rock in my personal life,” Matthew said.

As Matthew continues to achieve success in real estate and to adapt and grow to become the person who the world needs him to be, he remains steadfast in his belief that “doing the right thing” will always be the right choice. “In every possible scenario, the advice and direction that you provide to clients should be the same as you would give to your closest loved one,” Matthew said. “Especially when no one is looking, do the right thing for the person you represent at all times. Moreover, work extremely hard, and be yourself.”

Matthew knows that true success materializes from a selfless and purposeful commitment to others — from an earnest desire to serve and engage the people and community who fuel his journey. “My team and I are available and willing to be a resource for the Southeast Michigan community — we are here for clients and agents alike,” Matthew said. “I want to make sure that I can help others get where they need to be and become who the world needs them to be. This business is going to be essential for the rest of my life.”

THE **TALBOT** TEAM

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