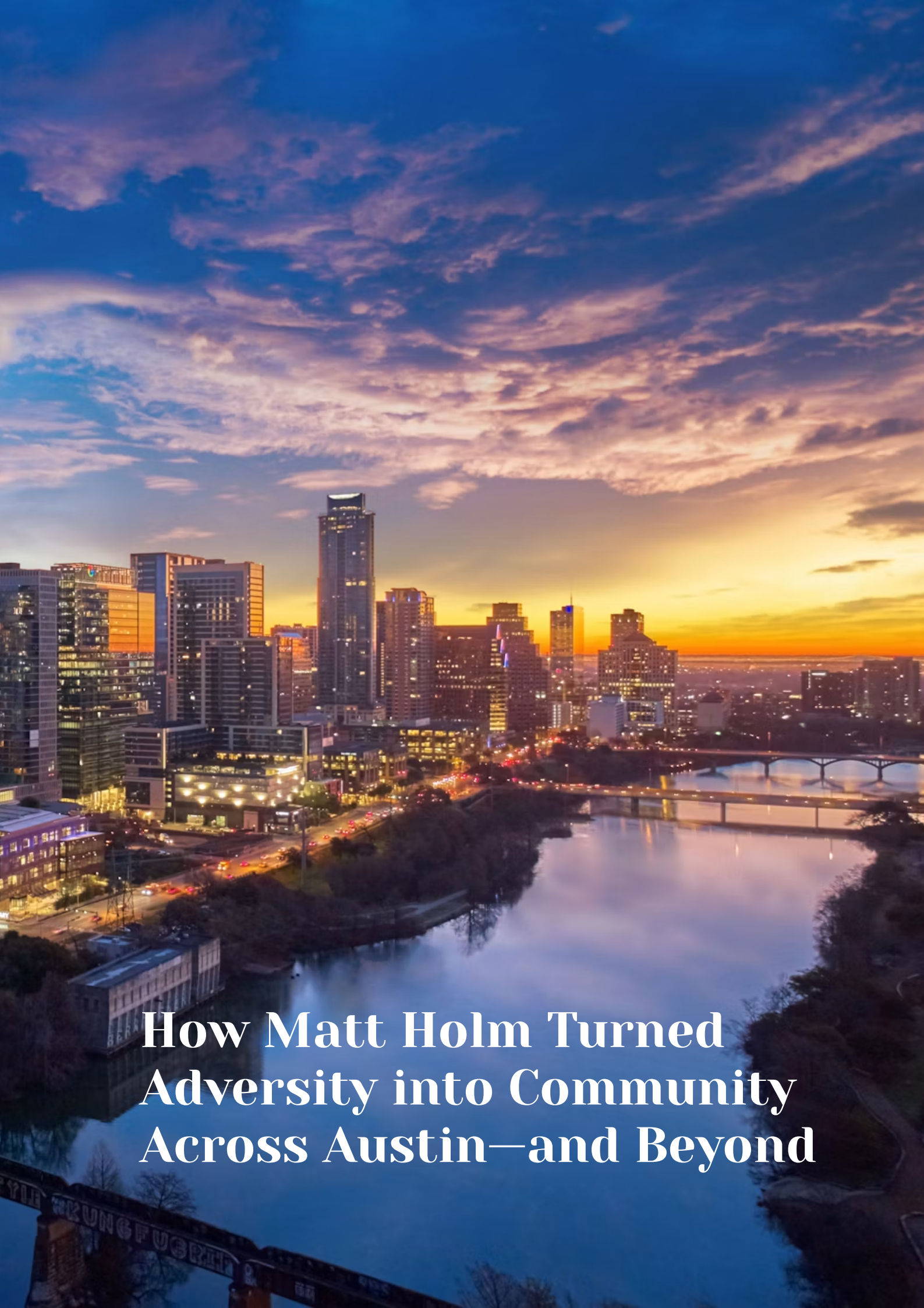




A Life Measured in People, Not Property

**Written by
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Photo by Justin Wallace

A wide-angle photograph of the Austin skyline at sunset. The sky is a mix of deep blue, orange, and pink, with scattered clouds. The city lights are on, reflecting in the water of the Colorado River. A bridge is visible in the foreground, and the city extends into the distance.

How Matt Holm Turned Adversity into Community Across Austin—and Beyond



The sun rises slowly over Austin, spilling across the skyline, warming the limestone, and catching the water at Lady Bird Lake just as the city begins to stir. Runners trace the trail. Paddleboards drift beneath the bridge. Coffee shops fill up before seven. Construction cranes hover overhead like permanent fixtures in a place that seems to reinvent itself by the week. Everyone wants to be here.

The founder with a pitch deck, the family looking for a backyard, the student chasing something bigger and the dreamer betting on a fresh start.

Austin feels like motion. But what keeps it from coming apart is something steadier. “It really comes down to the people,” Matt Holm says. “Everybody takes care of everybody here in Austin.”

Holm doesn’t just sell homes here. He moves with the rhythm of the city itself.

Talking with Matt feels a lot like the way people describe working with him—easy, grounded, never performative. The conversation flows naturally, shifting from housing trends to hiking trails, from school districts to skyline changes without ever feeling forced. It reflects the way he works: thoughtful, relational, and built on trust. To Matt, Austin isn’t inventory; it’s inheritance—a place where families put down roots and futures begin to take shape.

His clients are fortunate to have someone in their corner who understands both the numbers and the neighborhoods. Someone who can be market-savvy and family-minded in the same breath.

“It’s a good way to live if you take care of people,”



Holm says.

It's not branding. It's his belief.
Years ago, that belief was tested.

In 2007, Holm was struck head-on by a hit-and-run driver while riding his bicycle.

"I broke my neck in three places," Holm recalls. "I suffered from vertigo for months and couldn't walk or drive unassisted."

Recovery came slowly. Stability did, too. His family held onto one property while much of the rest of life felt suspended in uncertainty.

Then, in 2008—in the middle of a financial crisis—he entered into real estate.

"I didn't know anyone in Austin," he says. "I went out multiple nights a week. I personally delivered flyers to houses and apartment complexes all over the city. I was recovering physically, we were recovering financially, and I was the sole breadwinner for my family. Failure wasn't an option."

Austin was rebuilding.
And so was he.

Somewhere in that season, something became clear: success would never be about volume alone. It would be about value—the kind measured in trust, consistency, and the way people feel when they leave your presence. Ask Holm how he manages to lead a thriving real estate practice while also building multiple community groups, and he laughs. His wife has asked him the same thing, noting that he always seems to be doing something.

But none of it started as strategy. It started as an invitation.

The walking group. The school volunteer efforts. The Tesla community. Each began the same way—through a conversation, an idea, an ask.

What followed were communities built around connection, something Holm clearly finds energizing rather than exhausting.

When the Texas winter storm of 2021 froze the region and left many in the Del Valle area without basic necessities, Tesla reached out to the Tesla Owners Club of Austin—the organization Holm founded—to help distribute goods. What began years earlier as an enthusiast group had quietly grown into something much more meaningful: a network capable of mobilizing when neighbors needed help most. The same network continues to support causes including Community First! Village and its founder, Alan Graham.

“Any additional proceeds from our Tesla community events go directly to support that mission,” Holm says. “Alan has created a real solution rooted in dignity, compassion, and long-term care. He has set a powerful example of what community-driven leadership can look like.”

Holm often describes his role not as the hero of the story, but as the connector—the person helping others find the people and places where meaningful work is already happening. Some mornings, before the city fully wakes, he walks.

Five miles around Lady Bird Lake. Rain or shine. After a heart-related incident, it began as recovery. Then Holm invited someone to join him.

“I get bored easily,” he admits. “So I thought, why not walk together?”

Now more than 160 men gather five mornings a week.

“It’s time spent talking about family, business, and real life,” he says. “Deep, genuine friendships have grown out of it.”

“A lot of men struggle to make friends or go beyond surface-level conversations,” he explains. “This has created space for honesty, accountability, and real support.”

“That feels incredibly impactful to me,” Holm reflects. “That’s philanthropy in action.”

No banner. No stage. Just presence.

And sometimes, that kind of presence changes more lives than people ever realize.

His professional record speaks for itself.

“My clients feel like they have my undivided attention,” Holm says, “Because they do.”

“In more than 1,800 transactions, I’ve never been involved in a lawsuit,” he notes. “That doesn’t happen by accident. It happens because we take care of people—communicating clearly, solving problems early, and treating every transaction

with humanity.”

In a city growing as quickly as Austin, steadiness is more than rare—it is memorable. And it is something Matt delivers again and again. Holm speaks often about how much he loves the city.

“It’s an incredible place to raise a family and build a business,” he says. “The people, the culture, the outdoors—it all connects.” And maybe that is what this story is really about. Not the property, not the accolades, or even the



scale, but it is all about the people.

Because somewhere along the way, Matt Holm stopped simply building a business and started building something far more lasting: connection.

Connection between neighbors, leaders and the people who want to make a difference and the ones already quietly doing the work.

That kind of leadership rarely announces itself. It just shows up. Early. Consistently. Without needing credit.

It makes room for people to meet, to grow, to be sharpened by one another.

It reminds a city that the strongest communities are still built the old-fashioned way—through trust, generosity, and people willing to walk beside each other.

And when the right people come together—people who care, people who lead, people who are willing to act—a city feels it.

Austin is full of those people.

Matt just happens to be one of the ones helping them find each other.

Recently named an Austin Business Journal Residential Real Estate Awards winner, ranking #22 in Group I, Holm is quick to direct the spotlight elsewhere.



Grateful for his clients, his team and for the trust placed in him in one of the most competitive markets in the country. And that feels fitting.

While the recognition is well-earned, the real



story is not just what Matt has achieved, it is what he has helped create around him. A network of people who lead, who serve and who give back.

He brings a wealth of knowledge to the real estate industry, certainly. But more than that, he brings people together. The kind of people who strengthen a city simply by choosing to invest in it—not just financially, but personally.

The kind of people who understand that leadership is not only about influence. It is about responsibility.

About pulling others in, opening doors and encouraging those with vision, means, and heart to pour something meaningful back into the place they call home.

In a city growing as fast as Austin, that kind of leadership matters.

It is also why giving back to his community in every way that we honor Matt Holm on our cover.

Not simply for the award, the numbers, or his command of the market.

But because he has used his success to create connection, to encourage generosity, and to help leaders become more present in the life of their city.

In Austin, that may be the most valuable property of all:
a life measured not by what you own—
but by the people you impact.