

David R. Haws

DOCTOR OF REAL ESTATE · DAD · FITNESS GURU

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PROFESSIONAL SUMMARY

Licensed Utah real estate professional with 20+ years of experience and 500+ closed transactions across Sugar House, Millcreek, Holladay, and the greater Wasatch Front. Known as the "Doctor of Real Estate" for a diagnostic, data-driven approach to buying and selling. Pioneer in AI-powered real estate marketing, delivering \$27,000+ in exclusive digital marketing benefits to every client. Consistent top producer at Coldwell Banker Sugar House with a 98% client satisfaction rate and an average of 14 days on market.

PROFESSIONAL EXPERIENCE

REALTOR® — Top Producer

Coldwell Banker Sugar House · Salt Lake City, UT

2015 – Present

- Consistently ranked among the top 5% of agents in the Salt Lake Board of Realtors.
- Closed 500+ transactions totaling \$2B+ in real estate volume.
- Pioneered AI-powered listing marketing including custom property websites, drone photography, virtual staging, and targeted social media campaigns.
- Average list-to-close timeline of 14 days; 98% client satisfaction rate across all transactions.
- Specialize in Sugar House, Millcreek, Holladay, East Millcreek, and Cottonwood Heights.

REALTOR® — Associate Broker

Independent Practice · Salt Lake City, UT

2004 – 2015

- Built a referral-based practice from the ground up, achieving 100+ transactions within the first 6 years.
- Developed deep expertise in Sugar House residential market, becoming the neighborhood's go-to specialist.
- Mentored junior agents in negotiation strategy, market analysis, and client communication.
- Earned multiple designations including ABR (Accredited Buyer's Representative) and SRS (Seller Representative Specialist).

KEY ACHIEVEMENTS

500+

Homes Sold

\$2B+

Transaction Volume

98%

Client Satisfaction

14 Days

Avg. Days on Market

#1

Sugar House Specialist

20+

Years Licensed

SKILLS & SPECIALTIES

Real Estate	AI Marketing	Negotiation	Market Analysis
Buyer Representation	Seller Representation	Investment Properties	Relocation Services
Virtual Staging	Drone Photography	Social Media Campaigns	SEO / AEO Strategy

CRM & Lead Management

Mortgage Consultation

Contract Law

1031 Exchanges

EDUCATION & DESIGNATIONS

Utah Real Estate License · Utah Division of Real Estate · 2004 – Present

ABR — Accredited Buyer's Representative · National Association of Realtors

SRS — Seller Representative Specialist · National Association of Realtors

e-PRO® Certified · Digital Marketing · National Association of Realtors

Continuing Education · 200+ hours of ongoing professional development

PERSONAL BRAND & COMMUNITY

Dad First. Father of two, deeply rooted in the Sugar House community. Coaches youth sports and actively volunteers in neighborhood improvement initiatives.

Fitness Guru. Competitive fitness enthusiast who applies the same discipline and consistency to real estate as to training — showing up every day, no excuses.

Content Creator. YouTube channel @drhaws covering real estate tips, market updates, and community spotlights. 1,000+ subscribers and growing.