

DAVID HOLLAND

OF HOLLAND MORTGAGE ADVISORS

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- Mainline Photography

Getting Personal

Many of us are familiar with David Holland and his team at Holland Mortgage Advisors (HMA). As a fully delegated mortgage banker, HMA offers a full-service experience to their customers in-house, and operates 100% on referrals by delivering a boutique experience to both their customers and real estate agents, who they “treat like gold,” supplying full marketing, sponsorship, and event support. However, you may not be too familiar with the personal side of Dave, his family, and how it all contributes to the care he puts into everything he does.

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David Holland has set a precedent for how mortgage companies should work and treat their team. Teaching his loan officers new skills and techniques, and seeing them succeed, is what allows Dave to maintain focus in his job. And focusing on his team's wellness is what allowed HMA to thrive during the pandemic. "It's a tough industry that requires long hours and constant attention to detail. Without my team, there is no success," says Dave.

While the company had approximately 30 team members at the end of 2018, Holland was able to more than double in size by 2020 with 85 onboard. During that same time, Holland Mortgage Advisors managed to grow at a rate of 428%, making it the fastest-growing company on this year's Fast 50 Award by the Pittsburgh Business Times.

The dedication to happiness within each internal department is what caused that growth to skyrocket. Holland immediately jumped into the hiring process and expanded his reach beyond his current borders of Western Pennsylvania. With that, they grew their annual revenue much faster than expected, and Dave began incentivizing his team with additional gifts, giveaways, and bonuses.



A happy company leads to happy customers. Treating my team like the great assets that they are motivates them to do the best job servicing our customers, which also contributes to their success. And I love seeing them succeed.

Corrine Bibb, HMA's Marketing Manager, noted that the additional incentives to the company made a "really positive" impact on the team and "encouraged" the culture within their business. "It's obvious that Dave is always strategizing and thinking up ways to keep the team happy and spirits high," she says.

Dave's dedication to his team stems from his dedication to his family and the happiness he gains from improving their lives as well. Growing up in Erie, Pennsylvania, David went to Fairview High School, where he first met his wife, Lindsey. When Dave began college at John Carroll University to study history, sociology, and philosophy, in preparation of becoming a lawyer, he, like many college students, would return home for the holidays. On one of these visits back home, David went out to meet some friends and reconnected with Lindsey.

David ultimately decided he would make a mediocre attorney while studying for the LSATs and entered the mortgage industry instead. Within five years of starting his career, he opened Holland Mortgage Advisors (in 2005) and married Lindsey (in 2009).

The more that David's business grew, so did his family. Providing for his family and securing a good future for his children drove him to continually improve his business and reach new heights, which meant pouring more resources into his clients, referral partners, and internal team. ...

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With four kids total—Josephine, Mary, Charlie, and Caroline—who range in age from 3 years old to 9 years of age, David knows the importance of having a balanced life and fulfilling career, not just for himself, but for his business team and subsequently his clients too.

David's balance comes in the form of spending time with his family. His kids like to make home movies and play outside. Swimming and hiking are always on the top of the list, and when they're all huddled inside, the fun is in the kitchen cooking up a nice family meal. David also likes running a couple days a week and enjoys traveling when he can.

On days when motivation is a little harder to come by, he likes to take a moment to schedule calls with his team to check in with them and help with their development.

"I realize that they don't work for me, I work for them," David admits. "We say it and it sounds cliché, but it's true - a happy company leads to happy customers. Treating my team like the great assets that they are motivates them to do the best job servicing our customers, which also contributes to their success. And I love seeing them succeed."



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