

ABOUT

Gene Whiddon III



Gene Whiddon III, CEO

As CEO of Better Homes & Gardens, Gene Whiddon III leads every facet of brokerage operations with expertise and passion. After earning his degree from Florida State University, Gene began his career at BHGRE as an agent, where he quickly rose to become the #1 top-producing agent for three consecutive years.

Drawing from his extensive firsthand experience, Gene is dedicated to transforming the real estate landscape and setting new standards of excellence. He leverages cutting-edge technology and forward-thinking innovation to streamline operations, enhance client satisfaction, and deliver a truly elevated experience for both agents and clients. His leadership philosophy is deeply rooted in empowerment, focusing on equipping agents with the tools, training, and mentorship they need to excel in a competitive market.

Gene's unwavering commitment to agent success is reflected in the remarkable growth of his brokerage, which has expanded to include over 200 top-performing agents and achieved a staggering \$9 billion in transactions under his leadership. This extraordinary success is driven by a culture built on trust, collaboration, and a shared commitment to growth, ensuring every agent has the opportunity to unlock their full potential and achieve remarkable milestones.