

Brandon Gilkey Calls for Greater Support and Solutions for Sellers in Crisis

Real Estate Consultant and Deal Architect Advocates for Empathy, Flexibility, and Smarter Solutions in an Industry That Often Overlooks Struggling Sellers

Phoenix, Arizona Oct 3, 2025 ([IssueWire.com](https://www.issuewire.com)) - Real estate consultant and deal architect Brandon Gilkey is using his platform to raise awareness for a group too often overlooked in the fast-paced world of real estate: property sellers in crisis. Whether facing foreclosure, tax liens, difficult tenants, or inherited property complications, these individuals are frequently underserved by traditional models.

"Sellers in crisis don't need a one-size-fits-all pitch," said Gilkey. "They need someone who actually listens, sees the full picture, and builds a solution that works for them, not just the buyer."

With over 15 years in real estate and a specialty in off-market transactions, Gilkey has built a reputation for solving complex seller situations. Instead of operating as a traditional agent, he partners with sellers and investors to create tailored, win-win solutions.

The Problem Sellers Face

According to the Consumer Financial Protection Bureau, foreclosure starts were up 185% from 2021 to 2022 as pandemic-era protections expired. Many property owners facing financial distress, inherited properties, or time-sensitive sales are overwhelmed and uncertain about their options.

"People come to me because they feel stuck," Gilkey explained. "Sometimes it's an inherited home with family conflict, or maybe they've been trying to sell a rental with a tenant who won't move. These are not simple MLS listings, they're messy situations that require creative thinking."

Why Traditional Real Estate Falls Short

Traditional agents are often bound by rigid systems and incentives that don't work well for urgent or complex sales. Listings take time. Repairs cost money. And sellers in crisis don't always have those resources.

Gilkey's approach is different: he either purchases the property himself or connects sellers with mission-aligned investors, bypassing the conventional listing process altogether. This flexibility, he says, is what allows him to meet sellers where they are.

"A seller once came to me on the verge of foreclosure, with weeks left before losing their home," Gilkey shared. "I partnered with an investor who could close in five days. We paid off the debt, gave the seller breathing room, and avoided a hit to their credit. That's not magic, it's just the right structure."

Gilkey wants the real estate industry to move toward what he calls "solution-first thinking." That starts with listening, not just leading with offers.

"I start every conversation by asking: 'What does the seller actually need?' Not 'what's the price?' but what are their concerns, goals, and fears," said Gilkey. "If you can understand that, you can solve it. But you have to slow down long enough to ask."

He also believes investors and buyers have a role to play in making the system more equitable. That includes being transparent, offering flexible terms, and building long-term relationships rather than chasing short-term wins.

According to ATTOM Data Solutions, 1 in every 4 property owners who go through foreclosure could have avoided it with the right support. The key? Early action, honest communication, and flexible strategies.

Gilkey's blueprint is simple: meet sellers with empathy, create value through custom solutions, and build real trust along the way.

"Real estate shouldn't feel like a trap," he said. "It should be a tool for people to move forward. And if we do this right, we help families, clean up neighborhoods, and build wealth, not just for investors, but for everyone involved."

About Brandon Gilkey

Brandon Gilkey is a real estate consultant and the founder of Investor Deals Today. With a background in theology, economics, and community leadership, he brings a relational and solution-focused approach to real estate. He specializes in connecting sellers in complex situations with investors seeking creative and profitable opportunities across the U.S.

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