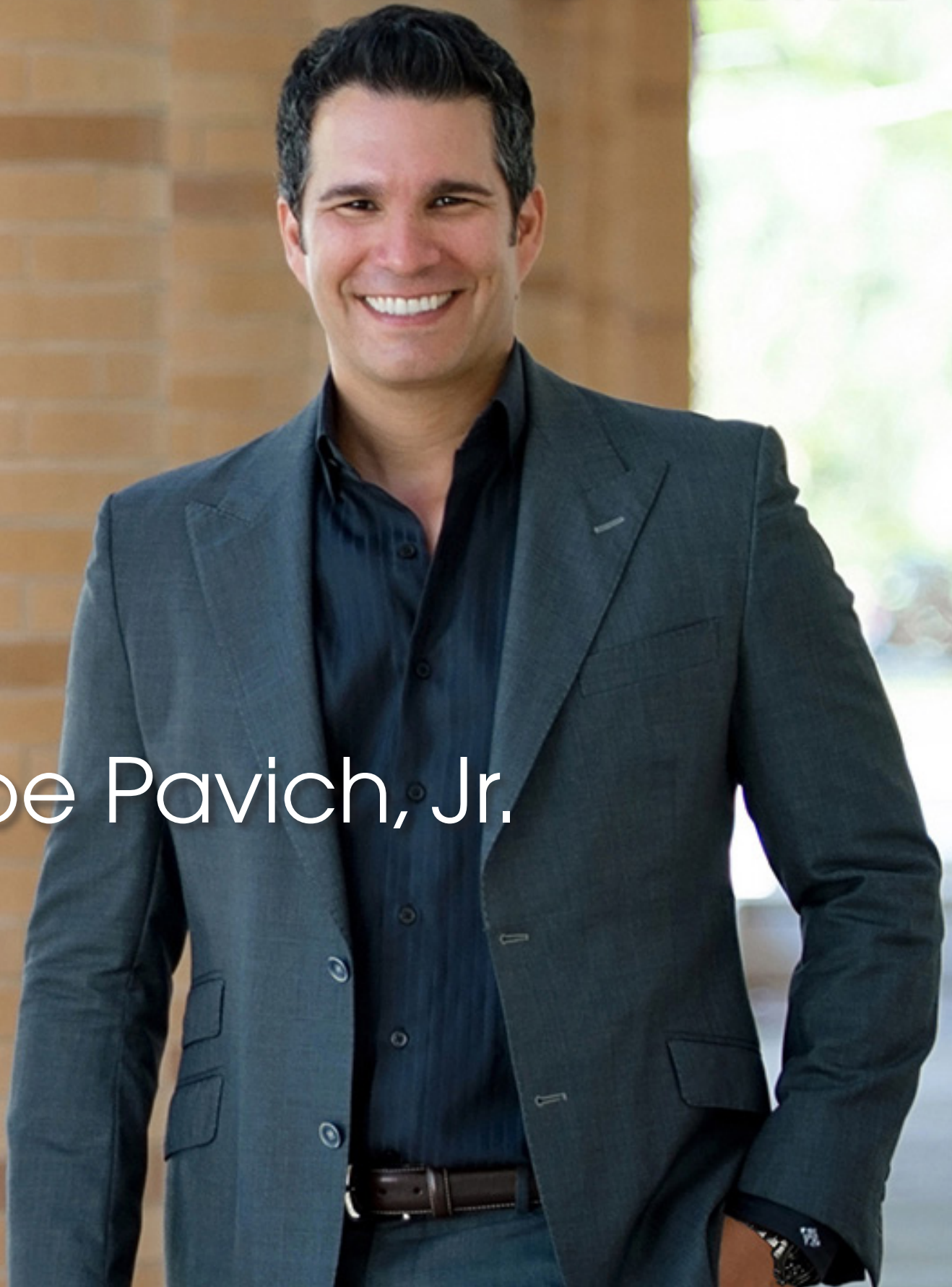


TOP AGENT

MAGAZINE

Joe Pavich, Jr.





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For any career to move in the right direction, the goal is to grow. According to Broker-Associate Joe Pavich, Jr., growth requires planning and having the right team in place. Joe, who entered South Florida's real estate market in 2001, has in the past five years alone sold more than \$250,000,000. "I manage a full-time executive and administrative assistant who handle the paperwork, scheduling and several other tasks so I can be out there taking care of customers face-to-face."

It's Joe's one-on-one customer service and passion for real estate that ensure the success of everyone who hires Joe Pavich, Jr., with Realty World-J. Pavich Real Estate. "Each customer deals directly with me. They know I'm available and they can call me at any time," he says, explaining that he is available as a resource beyond sales and purchases. "I have a network of professionals I trust and recommend, including mortgage officers, inspectors, attorneys, contractors and more."



Joe's market knowledge, expert valuation, negotiation skills and strategic planning frequently amaze people. "I recently had an appointment with a seller who thought the list price I suggested was too high," says Joe, who understands how to evaluate neighborhood comps, but realizes the importance of a patient, educational approach with clients. "They trusted me and ended up selling for the full price with a backup offer in 10 days."

Real estate, however, involves far

more than intuition. Joe's success hinges on patience, communication, strategic planning and customer service. "I go to every appointment prepared," he says, describing the importance of understanding clients' goals and counseling them on the value of flexibility when timing their purchase or sale. "I will know the price a house can get, but depending on the type of home, it is all about timing when to list." Listing now or waiting can make a huge difference, he says, adding that knowing what





type of buyer will buy the home is a science. “Having my finger on the pulse allows me to see what’s happening out there and to know who I need to reach with marketing.” This skill takes years of experience, he says; Joe’s marketing brings buyer and seller together.

Although Joe works with several year-round residents, the majority of his clients are buying or selling second, vacation or investment properties. They appreciate the time he

gives them. “I don’t put people in a car and drive them around,” he says. “I ask a lot of questions to understand what they are looking for, which helps me understand if they’re buying lifestyle or not.” After a few moments with the client, he can narrow the search down to a neighborhood and in many cases the exact home.

“In this changing real estate market we have to be creative,” Joe says. Each of his listings receives professional photography, for which he helps



allows Joe to represent both the sale and purchase sides of transactions up to 60% of the time. Joe has also been awarded the Chairman's award for Realty World, an international company, with the highest sales in the Nation for 2013, 2014 and 2015. He is a six-year Five Star award for customer service by Gulfshore Life magazine.

"I am also doing a lot with Super Kids, the Literacy Council and Southwest Florida Family Business, a charitable organization I'm a principal in," he says. "New Horizons of Southwest Florida and Circle of Red, a local affiliate of the American Heart Association." And of course, with the oldest of his three children now in school, they actively support schools.

choose the best angles to highlight attributes of each unique home. Other marketing includes video drone fly-through photography, virtual floorplans, magazines, websites, smartphone apps, target marketing, drip campaigns, TV, and heavy social media marketing. His new J. Pavich Real Estate website also enhances marketing efforts. Close attention to clients leads to trust that

Joe's greatest passion in life, however, is family. "My business and my family are growing!" says Joe, whose children are 6, 4 and 2. He cherishes family time and activities like fitness, fishing and golf. "Real estate is not easy. We need to take care of ourselves and remember what's important."

To learn more about Joe Pavich, visit www.joepavichjr.com, email jpavjr@earthlink.net or call 239.910.0304