

featuredagent

magazine

JUSTIN
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A college career-ending football injury can sideline even the most resilient person, but that wasn't the case for RE/MAX agent Justin Schlegel. He grew up watching his father build a highly successful real estate career, and had even spent time working for him as an assistant while in high school. So when his dad suggested Justin get his real estate license and join him in the business, he didn't hesitate. "I started in 2003 and gradually took over," Justin explains. "But it wasn't handed to me by any means; I sold only one home my first six months."

Now the Designated Broker in an office with more than 50 agents, Justin has built up an impressive referral network. "More than 80% of my business is referrals, so as a result of that, I work Valley-wide. But my main focus is on communities in the

West Valley including Goodyear, Glendale, Peoria, Surprise, Litchfield Park, and Buckeye," he says. "I work with a lot of first-time buyers, young families and move-up buyers getting into their next homes," he continues. "As a team we're skilled at handling the logistics of clients who are selling one home and buying another."

Having been around real estate his whole life, Justin has witnessed firsthand how much it has changed, and continues to evolve. "When I came into the business in 2003 I had a pager. Now my kids don't even know what a pager is," he says with a laugh. "It can be crazy, but I love the freedom, the flexibility, and the fact that you determine how successful you're going to be by how much you're willing to work."



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do a good job of staying in front of our clients, by doing two customer appreciation events each year, as well as regular emails, postcards, sports schedules and calendars.” The team has also earned a reputation for staying involved in the community. “RE/MAX has a partnership with Children’s Miracle Network, and we donate a portion of every check to them,” he explains. “The cool thing is that all our donations stay here in the Valley and benefit Phoenix Children’s Hospital.”

Justin has made it a point to stick to some advice he received when he first started in real estate. “An experienced agent told me to focus on one thing at a time, not compare myself to others and take care of myself and my business. It’s what I still do,” he says. As a coach to other agents, he offers that same advice, and takes it one step further. “I see so many agents who have potential but aren’t willing to work really hard. They know what to do and just don’t do it,” he says. “I tell the agents I’m coaching, it’s not enough to be busy, you need to be productive and put in the work!”

As an agent who sells about 80 homes a year, it’s no surprise Justin has earned a number of coveted industry awards, but there’s one that really stands out. “I was recognized as part of the 30 Under 30 by REALTOR® Magazine in 2013,” he says. “To be included in that was one of my goals when I started and to reach it made me very proud.” But even that doesn’t compare to what Justin finds most rewarding about his real estate career.

Maintaining a loyal client base that’s willing to refer isn’t easy. Justin attributes his clients’ loyalty to a few simple things. “I do client surveys and the number one thing I hear is that I’m real and honest,” he says. “I don’t tell people what they want to hear. I tell them what they need to know. We go out of our way to create a positive experience for people,” he continues. “There will always be challenges, but we smooth them out. It’s about showing clients I’m a real person and not just chasing a commission check. If I take care of the clients, the money will follow.”

Staying in touch with clients is another way Justin encourages loyalty. “It’s not the clients’ responsibility to remember who I am. It’s my job to make sure they never forget me,” he states emphatically. “I think we



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“I really enjoy the emotional aspect of it,” he says. “I love working with first-time home buyers because they’re excited and a little nervous. I can help them through that and calm their fears. I really like seeing people truly happy and satisfied at the end of a transaction.”

Justin’s dad, Fred, is still part of his team and together they want to continue to grow and most importantly, improve, the client experience. “I want a business that’s built to last and thrive in any market, based on referrals,” Justin says.

When Justin isn’t working, it’s all about family time. He and his wife have three children, and they love to travel together. “I have a map in my office with push-pins on every place that I’ve been. My goal is to fill the map!”



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623-203-2264 | JUSTIN@METROPHOENIXAGENT.COM

WWW.METROPHOENIXAGENT.COM