



After a 15-year career in environmental management and economic development, Jodi Bakst, Broker/Owner of Real Estate Experts in Chapel Hill, North Carolina had the urge to do something more entrepreneurial, so she dove head first into real estate in 1997. “My business grew pretty quickly, which led to me starting my own company,” says Jodi.

Today she serves clients throughout the Triangle area and takes great pride in the quality agents she has working in her office, stating that when you work with one, you get the experience and expertise of all. “Every agent in my office is amazing and we all help each other out when needed,” says Jodi. “I want my clients to be comfortable and confident working with any one of us.”

Jodi’s been able to achieve great success over the course of her nearly 20-year career, thanks in part to the systems and strategies she’s implemented that allow her to run her business like a well-oiled machine. “We’re able to get relevant and important information to clients quickly and efficiently so their questions are answered and their needs are met every time.” In addition, she has a natural ability to connect with her clients and really understand their needs. “It’s incredibly important to listen to my clients so I can deliver exactly what they’re asking for.”

It’s that commitment to quality throughout the transaction and long after that keeps Jodi’s clients coming back.

“I like to offer something of value to my current and potential clients. Because they know I’m a resource for all things real estate related, they’ll contact me when they need advice or are looking for something in particular, and I love that,” Jodi says. “Whether they’re considering refinancing, or putting their house on the market, or even if they just need a good painter. That they think of me first is proof that I’m their real estate resource for life.”

Jodi recalls how she realized early on that marketing is probably the most important aspect to the business. “It’s easy to sell something once you have a client, but actually getting the client is the tough part, so you really have to know how to market yourself in addition to your listings. I’ve spent years learning everything I can about it but if I’d had a marketing background when I first started, I would have hit the ground running!”

In fact, that’s a major piece of advice she’d give to anyone looking to get into real estate, along with the importance of networking and building a large database. “You should let everyone in your sphere of influence know that you’ve gotten your license and launched your business and then attend classes and conferences. Networking with other quality agents is invaluable because you can learn so much from them and get ideas that you can implement into your own business.”

As far as continuing education goes, Jodi can’t stress the importance enough, and practices what she preaches. “I will always continue my education in this industry and get additional designations. In fact, I found the CRS classes to be some of the best I’ve ever taken, and I still use what I learned then in my business today.” Jodi is especially proud of the fact that when she tested at the conclusion of the Graduate REALTOR® Institute (GRI) program, she received the top score in the state of North Carolina.

As for the future, Jodi is taking her company in a new direction to dramatically increase the listing side of the business. “I’m working with a virtual assistant who will be calling for-sale-by-owners, expired listings, aged expired leads, just listed and recently sold properties, and probate listings. The more listings we have, the more buyers will come to us, which results in greater business overall,” says Jodi. “I intend to keep pushing on with my goals and I’m excited to see where it takes me and Real Estate Experts.”

Jodi Bakst

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