



*Bay Area* real estate professional Julio Orozco knows a good opportunity when he sees it. “I started out working on the lending side of the business,” he explains. “I always told myself if I ever left lending and went into real estate, I’d want to learn from the best. An opportunity presented itself to work with one of the top Intero agents in the Silicon Valley and I had to take it. Those opportunities don’t come all the time.” Now a full-time real estate agent since 2010, Julio works with buyers and sellers throughout the greater Bay Area, with a special emphasis on the South Bay.

Julio’s seven years of experience on the lending side of the business gives him a valuable advantage that benefits his clients. “One thing I hear often from my clients is that they appreciate my background in finance,” he says. “Now being an agent and having experience on both sides of the table allows me to offer clients more value. I’m able to assist them with questions with their lender, and I can educate them. They see that I look out for their best interests.”

His time in the real estate business has helped Julio develop intriguing insights about what it takes to succeed. One that stands out is the need to be passionate about real estate as a career. “You have to hear the needs of people and be compassionate. Understand that when things get difficult, you have to be strong for the clients relying on you,” he says. “You’ll get out of this business what you put in and if you’re passionate, so many doors will open for you.”

Julio’s mentor also shared with him three keys to success that are still the foundation of how he works. “First and foremost, he told me to always see the need of your clients. It’s not about me, it’s about them. He also said to always follow through and always follow up and if I did those three things, I would be a successful agent. It’s the best advice I got and it’s helped me to get where I am today.”

Following that advice has served Julio well and earned him close to 80% repeat and referral business. “After I close a deal I keep in touch with clients throughout the year. I have a system where I reach out to every single client I’ve ever closed every single month,” he explains. “That’s how my business is continuing to grow.” This year, that growth earned Julio a place in Intero’s Executive Circle, which represents the top 10% of agents in the company. “It wasn’t something I was really aiming for and I thought it would take longer to achieve. To be recognized is an amazing accomplishment.”

In addition to real estate, Julio is also an Associate Pastor at his church. “One of the biggest things we do to give back to the community is a program called ‘I Love Morgan Hill.’ We team up with Second Harvest food bank, every other Tuesday to pass out fresh groceries to those in need,” he explains. He also sponsors a local high school baseball team. “If I’m being taken care of by the community that’s giving me business, I feel like it’s my responsibility to give back to the that community.”

Looking ahead, Julio is excited about his ever-growing team. “Seeing the success they’re starting to have motivates me to continue to build it,” he says. “I want to help new agents learn this business isn’t just about the money.”

## JULIO M. OROZCO

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