



management. That knowledge allows me to review each client's financials and serve as a trusted advisor," he explains. "I also strive to provide the highest level of customer service and focus on relationship building, rather than seeing each client as just one more transaction." With a rate of repeat and referral business approaching an astounding 90%, Rut is clearly succeeding at his goal of connecting with clients.

"I STRIVE TO PROVIDE THE HIGHEST LEVEL OF CUSTOMER SERVICE AND FOCUS ON RELATIONSHIP BUILDING..."

In a market like New York, where competition for both clients and properties is fierce, Rut emphasizes the role integrity plays in how he conducts business. "When I first got started in real estate, one of my uncles told me: don't worry about the deal, the commission or anything else. Instead focus on helping people every day, not just clients but anyone you might meet," Rut says. "That advice has helped me focus on the right things and maintain a positive outlook."

The past three years in the business have also given Rut insight on what he would tell a new agent or someone just starting to think about getting into real estate. "I wish I would have known the amount of time it takes to build up a business and achieve a consistent income. In other sales jobs you tend to see a return more quickly," he says. "So for anyone considering this career, I would just tell them to have some money saved and plan accordingly."

As Rut's business grows, so does his involvement with the communities in which he works. He is part of the Queens Committee for the Real Estate Board of New York. "We hold meetings every few months to get a feel for what's happening in the communities," he explains. "Our goal is to help all businesses — including mortgage professionals, developers and business owners — stay on top of what's going on in the area."

After working in a few different lucrative, but ultimately unfulfilling sales positions, New York real estate agent Rut Mehta was looking for more. "I wanted something I could do long-term, with the flexibility of owning my own business," he explains. His search led him to trying real estate. "As soon as I got into it, I knew it was something I'd want to be doing for a long time."

Now an agent with Douglas Elliman, Rut works with clients in all five boroughs, with a special focus on Manhattan, Long Island City, and Riverdale. "I work with just about everyone," he says. "Sellers and buyers, both residential and commercial."

Rut has a strong business background, which gives his clients peace of mind when they choose him to represent them. "I graduated with a degree in finance and



There's no doubt Rut has the skills and enthusiasm to continue building on his already successful real estate career, and his future plans indicate he anticipates being in the business well into the future. "I would eventually like to get an associate broker's license and grow a team," he says. "Also, the area I'm in has a lot of new construction going on and I would like to become more involved in that."

Through it all, his uncle's advice rings true. "I love this business because I get to meet new people every day from a variety of industries, and I have the chance to help people and make a difference in their lives."

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