



As a former Marine Corps officer and graduate of the United States Naval Academy, John Reeves knows firsthand what hard work, dedication, loyalty, and service to others means. While John was serving our country in Iraq and Afghanistan, he was already planning ahead for his future outside the military. After extensive research, John discovered the benefits of investing in real estate and went straight to work on making it happen upon his return to the states in 2007.

However, purchasing his first investment property didn't end up to be the positive experience he had hoped it would be. "I really felt like I was in the dark as far as what was going on. I was so uneducated about the real estate process and there was very little communication with the agent I was working with unless I reached out to them first," says John. So when he was ready to buy and flip again a year later, he hired a highly-reviewed agent with hopes of a better experience, only to have the same results.

"Right then, I knew that if I was going to continue to invest in properties, I'd be better off getting my license and representing myself," says John. In 2009, he did just that. After getting started, he quickly realized there was an entire demographic who would benefit from his expertise: veterans. "Although I got my license solely for the purpose of handling my own investment purchases, I knew I could help my fellow veterans, too," John stated.

"The only way I could make it out of the Marine Corps was through the passive income from the properties I owned, so if real estate could change my life, what could it do for others?"

John now leads his team of 36 real estate professionals at Reef Point Real Estate in San Diego, California, where he serves those within the large military community, and civilians as well, thanks to his aggressive marketing strategies. "We have a really broad reach and we have listings all over San Diego County because of all the television and radio advertising we do," says John.

But the marketing aspect of the business means nothing if you can't back it up, and there are many reasons John and his team can boast a 50% referral rate. "We have a database of nearly 50,000 buyers in waiting, and if you know anything about real estate, it's that sellers don't want an agent, they want a buyer, and we've got them! We also sell our homes three times faster and for more money than average in San Diego County. And if your home doesn't sell, we'll buy it from you," says John. "As far as buyers go, they want to work with us because of our buy back guarantee. If you buy a home from us and you're not happy with it within the first 18 months, we'll buy it back. Our performance backs up our promise."

As a strong leader, John takes pride in the fact that he is not only changing the lives of his clients, but those of his agents, as well. "What I enjoy most about real estate is what I enjoyed most about being in the Marine Corps and that's being a leader. I love training my agents and seeing them prosper and achieve their goals and dreams, just as much as I love seeing my clients achieve theirs," he says.

John has a great vision for his company and has a plan that will take him to new heights in the next five years. "I'd like for us to be the number one team in San Diego and I really think we'll be successful in doing that. Our agents are the best at what they do, they care the most, and they are the most technically and tactically proficient," says John. "We've only been in business since 2011, and every year we've doubled our business. That is a true testament to our priority of taking care of others and serving them to the best of our ability."

JOHN REEVES

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