

featuredagent

magazine

Josh
Roy





— Josh Roy —

Like many college students, Josh Roy was figuring out the direction he wanted his life to go following graduation. But unlike most, he actually found the answer long before he donned a cap and gown. “I took an introduction to real estate class. It seemed like there were a lot of cool opportunities and it really piqued my interest,” Josh recalls. Never one to waste time going after what he wanted, he became licensed while still a junior in college and before long, he had a successful business up and running. “I found that I really enjoy it, especially the part where I get to help people fulfill their dreams.”

It’s been 10 years now, and Josh still gets a thrill from the feeling of helping clients throughout Colorado Springs and El Paso County. “I work with anyone who needs my help,” he says. “We have four military bases in the area so I work with many military families. My family moved a lot when I was a kid,

so I can relate to those aspects of relocating every few years. Plus it’s cool to get to know so many people from different parts of the country.”

After working at different points in his career for both RE/MAX and Century 21 — and being named Rookie of the Year at each — Josh recently opened his own brokerage, NextHome Pikes Peak Realty. “I knew that when I opened my own business, I’d want to do it here in Colorado Springs, where I spent a lot of time growing up,” Josh explains. “Century 21 and RE/MAX are both great companies, and I wanted to take the best of what I learned and add to it to create something that both agents and clients would love.”

Honesty is the foundation on which Josh is building his business. “We believe in being straightforward and acting as a facilitator and coach for our clients’



transactions,” he says. “We communicate honestly and share all the information — good and bad — because it’s always better for clients to have information sooner rather than later.” Josh has worked with several clients who have had unsuccessful experiences working with other agents, and his goal is to turn their negatives into positives. “We treat people how we’d want to be treated in a transaction,” he says. “If I hire someone to do something for me and they do a good job, I’m their biggest advocate. That’s how we want our business to be. If we bust our tails for a client, we hope they will tell their friends and family about us.”

One of the reasons Josh started his own brokerage was to have the opportunity to train and mentor new agents. “A lot of companies will just bring new agents in to hang their license and leave them on their own,” he says. “We tell them that it’s a great





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there's no magic formula to ensure client loyalty, Josh believes he knows what keeps his clients coming back. "The process of buying or selling can be stressful, but many times we get to closing and people will say: 'Wow that was a lot easier than I thought,' and I think people remember that. By the end of the transaction, I'm not just a REALTOR[®], we become friends — almost like family. During the process I break down that barrier and clients know they can call me any time."

It's clear that Josh truly enjoys his chosen career and is excited to share what he has learned and help other agents be successful. "I think what I enjoy the most about real estate is the opportunity it brings," he says. "I talk to people in the corporate world and they know what they're going to make every year. In real estate, its unlimited potential. You're not tied down. And I really like being my own boss; that doesn't work for everyone, but it definitely works for me."

Although his brokerage is still relatively new, Josh already has an eye on the future. "Right now we're fairly small, and I want to grow a bit more — not too fast; I'm planning for steady growth so we're ready for it. I want to create a good culture with great agents and grow into being a high production office."

job and very rewarding; but sometimes it's not for everybody. You have to dive into it and go at it 100 miles an hour and things will start breaking through. The first few months you might feel like you're on a treadmill not going anywhere but you really are."

Josh has built up a client base that's an ideal mix of repeat clients, referrals and new clients. "More than half my clients are people I've worked with before or who came to us after receiving a recommendation," he says. "And being in a military town, we'll always have a lot of new clients because there are always new people moving in." While

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