



Driven by integrity, and complemented by a true desire to serve the needs of buyers, sellers, developers and renters along New Jersey's Gold Coast, Juanita Harris is a truly passionate real estate professional. Since 2005, the enthusiastic, yet authentic Juanita has made it her life's work to provide others with honest, accurate information and education, when it comes to all things real estate related.

"A lot of agents tell clients what they want to hear, instead of what they need to hear," Juanita says. "I'm honest and straightforward, but optimistic. I am committed to making sure my clients have a positive experience, no matter what their budget. Whether they are looking for a \$1,000/month apartment, or a \$10 million commercial property, I treat everyone the same," she adds.

Juanita's consistency in providing premier service, regardless of a client's budget is almost certainly the reason her business is driven by repeat clients and referrals. Moreover, her knowledge of market trends, along with her intimate knowledge of Bergen, Hudson, Essex and Passaic Counties, also impresses even the most sophisticated owners and developers.

For example, Developer Robert LeDonne says, "I was recommended to Mrs. Harris by my contractor of a recently finished six-family building in Union City. Within months she had the building fully rented by high quality tenants, with no out-of-pocket expense on my part. Her design input during the construction phase was also essential in attracting the right tenants and filling the units quickly."

The praise that Juanita receives is clearly flattering, but she remains humble in spite of her rave reviews. "I believe in learning everything, to a fault, and I believe in doing a little bit of everything, but doing it very well," she says.

To that end, Juanita has a unique business model, which includes serving as the exclusive leasing agent for 10 different commercial buildings, along with working

with buyers and sellers seeking homes, condos and co-ops. "In the beginning of my real estate career, I was strictly working in residential purchases and sales," she recalls. However, as her career continued to flourish, Juanita refused to be limited, and instead sought out opportunities to gain a wide variety of experience.

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As such, these days, the award-winning REALTOR® says, "I help clients to rent space, buy new buildings and buy land. This helps me remain a well-rounded agent." Her versatility, and wide breadth of expertise has propelled Juanita to the top of her game, as evidenced by an impressive 10 Circle of Excellence Awards to her credit.

However, none of her achievements, nor the resulting success of her clients would be possible, were it not for her true love of working with and for others. "I appreciate the opportunity that real estate affords me to meet so many great people. It really does make me feel good about humanity. I know it sounds corny, but it's how I feel," she says sincerely.

Although she admits that her bustling career limits the amount of free time that she has, Juanita enjoys the opportunity to pay forward her success through contributing time, money, or resources to various charitable causes, with a special emphasis on music foundations. "My grandfather was a musician at the turn of the 20th Century, so it's very important to me to do what I can for music," she says with a smile. Not surprisingly therefore, when she does have a free evening, you'll typically find Juanita taking in a concert or live theatre performance.

In the meantime, and for the foreseeable future, Juanita says that her career plans include reaching out to even more buyers, sellers and developers, in order to provide honest, articulate, and expert advice on buying and selling in New Jersey. "I want to continue to help those who feel challenged by the process," Juanita says. "Helping others really does help me to feel good."

Juanita Harris

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