



After attending California State University Stanislaus, Juan Vargas was on the hunt for a career that would both challenge him and provide him the opportunity to serve others. His parents' REALTOR® suggested he take a few classes in the industry, and intrigued at the prospect, Juan swiftly followed suit and earned his license. Once he closed his first transaction, he knew he'd found the right path for him. Juan is now at the helm of a promising career as a real estate agent, grounded by transparency, communication, and the golden rule.

Primarily serving the Stanislaus County area — though he has fielded clients as far north as Sacramento and as far south as Madera — Juan runs a one-man-show, allowing him to lend his capable hand to all aspects of the transactional process on behalf of his clients. The majority of his business is comprised of residential purchases and sales, in addition to past experience spearheading acreage sales and mobile home deals, as well. Eager to make his mark on the industry and serve his clients with a holistic competency, Juan has already earned his Property Management Certification and the designation of Pricing Strategy Advisor (PSA). Juan has secured a robust rate of repeat and referral clients, by cultivating memorable relationships. In fact, it's Juan's commitment to client-centric care and the ability to deliver quantifiable results that has made him an agent on the rise.

"Foremost, I run my business with transparency," Juan

explains. "Every client and deal is different, so I tailor my strategy to each person's individual needs, especially when it comes to communication. Whether my clients prefer to email, text, or stay in touch by phone — I take into account their preferences, work schedules, and goals so I can serve them best." In a similar vein, Juan makes forthright communication and accessibility a hallmark of his approach to the agent-client relationship, recognizing that much of the stress inherent in the home-buying or selling process can be eliminated through clear and regular contact. "Communication goes a long way," Juan recounts. "I'm honest with my clients and if any issues arrive, I'm always straightforward, responsive, and come to them with solutions." While Juan's passion to perform at high standards is unequivocal, he never forgets the individual or family at the heart of every transaction. "I try to abide by the golden rule and treat others how I'd want to be treated — with respect," he says. "My favorite part of this business is the new friendships I'm able to make, and I stay in touch with my clients long after the transaction is complete. It's an amazing experience to watch a client's child grow, or attend a past client's birthday or housewarming party. I wouldn't trade it for anything."

Positioning his spirit of service toward his community, Juan makes it a point to stay engaged with local civic and charitable efforts. In addition to being a regular attendee of area Chamber of Commerce meetings, Juan is also the co-chair of the local chapter of the Lodi Association of REALTORS® (LAR) Young Professional Network and contributes his energies on the Professional Standards and Governmental Affairs Committee, as well. In his free time, Juan enjoys playing basketball, catching up on the latest HGTV shows, and trying new restaurants in new places.

As for the future, Juan has plans to continue to grow his business, cultivate ties within the local community, and expand his web presence. He is currently studying for his broker's license with the goal of one day owning his own brokerage. With great experience already under his belt, and a rigorous determination to deliver his clients' homeownership dreams, the future ahead is sure to be filled with continued promise for Juan Vargas.

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