



After finishing active military duty and becoming a reservist, DJ Delgado was in search for her next challenge. She knew she wanted a career beyond the average civilian's nine-to-five office schedule, so when a friend suggested she try her hand at real estate, DJ decided to take the leap. That was back in 2006, and real estate swiftly proved to be the perfect fit. As a reservist, DJ was able to balance her burgeoning real estate business alongside her Navy commitments. She immediately hit it off within the investment sector, thriving as a

property manager. To take her business to the next level, DJ earned her broker's license in 2008. More than a decade since her start in the industry, DJ has cultivated a strong reputation for memorable service, a dedicated work ethic, and professional promises worth their weight in gold.

Today, DJ serves the Lakeland, Florida region, including Mulberry, Winter Haven, and Auburndale — to name just a few areas. She heads a team of seven and prioritizes her time working with several investors in the area. Likewise, she's cemented her position in the community's business scene, having earned multiple accolades over the course of her career. In addition to her 23 Navy decorations, she's also been awarded the Best Miscellaneous Real Estate Service in Lakeland in 2012, and a 2017 certificate from her hometown's mayor for Best Veteran-Run Business in the City of Lakeland. All the while, DJ has managed to forge a business with 100% of its clientele driven by repeat and referral work — the surest testament of a job well done.

At the heart of her success story is an abiding commitment to honorable service, a theme that harkens back to her days in the military. "I run my business as if I was still on active duty," she explains. "Honor and commitment are first and foremost before anything, and I make sure that my agents know that too. If you make a promise to a client, make sure you can deliver — that's part of being honorable."

What's more, DJ's approach to property management and

investment work breaks the mold. She offers a low, flat-rate fee to investors, while offering engaged, personalized service. "What you see is what you get. My clients can be sure that if I promise them something, they'll get it," she explains. "I do my homework. I put together a market analysis before clients even make offers on the properties. I pretty much serve everything on a platter."

Back in 2010, DJ had the rare chance to meet future President Donald Trump during Fleet Week in New York City. For a day, she served as his military publicist, and once he learned of her work in real estate, he took a special interest in her business. The advice he gave DJ still resonates with her today as she crafts and executes her own business philosophy. "Always sell as if you're buying it yourself," he advised. "That's how I run my business," DJ says, "and that's how I sell to my investors. I wouldn't sell anything to them that I wouldn't buy myself."

Along with her team, DJ takes the reins for investors by helping ready properties for rental conversion or flips. This allows investors to earn an excellent return on their resources, while delegating the labor and detail work to DJ and her capable team. Remaining accessible and communicative is also a major facet of DJ's work, and she ensures that no questions go unanswered. "I answer my phone from eight in the morning, to eight in the evening — seven days a week," she says. "I most enjoy making people happy. I'm always glad to hear when clients are satisfied with their investment and that tenants have positive feedback. It gives me strength to start each day."

As part of the Lakeland community, DJ gives back through her work with the Hispanic Chamber of Commerce and is very involved with veteran organizations in the city. During the yearly Veteran's Parade, she represents the active duty honor guard from the local Airforce base. In her remaining free hours, DJ most enjoys riding horses, scrapbooking, and taking the occasional vacation cruise.

Looking ahead, DJ plans to continue building her business in the same honorable manner she has for more than a decade. With experience and passion to guide her, the path to come is bound to be prosperous for DJ Delgado. "The more investments I'm able to make for my clients, the more investments I want to find," she says. "There's no stopping in this business."

## DJ Delgado

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