

# featuredagent

magazine



Patrick  
Jones  
Jones Luxury Group





## Patrick Jones

The ability to understand that your mindset sets the stage for your success in life is an excellent trait to have. For Patrick Jones of Jones Luxury Group in Phoenix, AZ, that right mindset paired with his positive attitude and strong work ethic, has led to a successful career as a REALTOR® for more than two decades.

Years ago, Patrick made the decision to leave his well-paying job in corporate America to dive head first into the real estate industry. “I had no idea what I was doing back then, but I knew I needed to make a change,” Patrick explains. “Life isn’t a dress rehearsal. If you’re not happy with what you’re doing, do something about it or stop complaining!” Now with over 25 years of experience under his belt, Patrick can say with confidence it was absolutely the right decision.

Always guiding his clients with honesty and integrity, Patrick knows the value of communication when it comes to earning their trust during the buying or selling process. He never shies away from hard conversations. “If I have to deliver bad news, I do it as soon as I know about it,” says Patrick.

It is exactly this practice that keeps his clients coming back and referring him to others. In fact, Patrick proudly boasts that nearly 95% of his business comes from repeat clients and referrals. For him, it’s as simple as being available to take phone calls and always being honest with clients about their expectations. In addition, Patrick has a solid social media presence, which is also helpful in gaining leads and making deals. “I do a good job marketing on social media, but it’s also important to be myself so followers get a good sense of who I am as a person. I’ve posted photo shoots for listings that weren’t even on the MLS yet and sold them through those posts.”

When it comes to specific market segments, Patrick specializes in luxury sales in the Scottsdale area, but isn’t above assisting clients all over the Greater Phoenix area with anything and everything, including rentals. Having owned his own brokerage for 15 years, Patrick speaks with authority when he emphasizes the importance of making personal connections to gain new business. “Real estate is all about building relationships, so the connection an agent has with



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clients should be a priority. Everyone knows someone who is a real estate agent, but I want to earn my clients' respect by going way above and beyond their expectations."

And just how does he do that? He recalls one recent incident where his clients listed their four million dollar home and inadvertently let their landscaper go in the process. When they couldn't find another who was immediately available, Patrick took it upon himself to purchase a hedge clipper and lawn mower and got right to work. "The first time I used the hedge clipper, I cut off the tip of my finger and ended up in the Emergency Room! But I took care of the landscaping the entire time the listing was active. Talk about going above and beyond," Patrick said with a laugh.

When not working, Patrick enjoys being active, whether it's playing kickball, leading his dodgeball teammates as captain of the team, bowling in a league, playing tennis or spending time with his two Australian Shepherd puppies. However, it all feels like play to Patrick thanks to the way he has been able to integrate

his personal life into his work life. "I love that I don't have to go sit in an office for eight hours a day. I work hard seven days a week and I play hard seven days a week. I meet and connect with a lot of people that way and that's what I love most."

Patrick has no plans to slow down any time soon and looks forward to continuing to focus on selling homes and assisting clients. Additionally, he remains active in his community as a member of the Board of Directors of the Carefree/Cave Creek Chamber of Commerce, the Desert Foothills Library, and serves on the Advisory Board for the Desert Foothills Leadership Academy. Patrick also previously served on the Board of Directors of the National Association of REALTORS® and is past President of the Scottsdale Area Association of REALTORS®.

So, what is the one piece of advice he would give anyone new to the industry? "Get up every day and act like a REALTOR®. Some days it will be easy and some days it will be hard, but you have to have that mindset every day if you're going to be successful."

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