



Chicago may be known as the Windy City, but experienced negotiator and REALTOR® Javier Gonzalez blows the competition away with his reliability, transparency and his “let’s get it done mentality.” Javier knows how to make things happen — for both his business and his clients. He believes in setting the right expectations from the beginning and then making certain he meets them in the end. “I make sure my clients know that I am with them every step of the way,” he says.

Although relatively new to real estate, Javier was inspired to pursue his dream of becoming a licensed broker during the pandemic. “I turned a negative into a positive by taking advantage of my time at home,” he explains. “I’m very proud that I did not end up discouraged because of the pandemic.” Javier, whose focus is primarily Chicago and its surrounding suburbs, knew that a career in real estate would give him the ability to connect and build relationships in a more meaningful way.

Javier brings to his real estate ventures an impressive background in technology and logistics. With his work prior to real estate, Javier acquired over a decade of experience negotiating and delivering solutions. The combination of his strong negotiation skills and results-oriented approach has already led to notable successes working with both buyers and sellers at Realty of Chicago.

His specialty spans from first-time homebuyers in the area, to investors looking to add to their portfolio. With nearly 90 percent of his real estate business coming from referrals, Javier credits this success with his ability to avoid becoming so swept up in a problem that one can no longer see how to resolve it. While he would acknowledge that the road to closing is rarely without challenges, Javier takes pride in recognizing that there are resolutions for every situation. “Don’t lose time by

losing your composure,” he says. “Spend that time on finding a solution.” Javier also credits this mentality for playing a role in his team’s 2021 Platinum Award for most units sold.

Javier takes a proactive approach to client relations, including always looking out for his clients’ best interests and communicating clearly and thoroughly. He also emphasizes the importance of following up with the other side and relaying all necessary information.

While clear and consistent communication are key for Javier, honesty and dependability are at the heart of his business operations. “If you’re honest, your clients will trust that you’re looking out for them,” he explains. “I show my clients that I am dependable by being with them from start to finish. They know that they can count on me for answers and reassurance.”

Javier’s experience has also taught him that the best way to establish dependability is by following through. “Do what you say you are going to do,” he says. “Following through and keeping your word helps to reinforce that trust your client has in you.” For him, knowledge plays a crucial role in every deal. “Don’t fake it until you make it,” he says. “Learn it until you master it.”

Although Javier is laser focused on serving his clients, he also makes time for his other passions when he is not busy with real estate. He enjoys cooking, traveling, and working out. However, at the moment, what brings him the most joy is playing hide-and-seek with his six-year-old and two-year-old daughters at home.

As Javier looks to the future, he plans to go out on his own initially, expanding his network, and then building a team who shares his passion for strategies and solutions. “In this business, there is something new each day,” he says. “I get the opportunity to meet new people, explore new properties and, my favorite part, I get to develop new strategies.”

JAVIER GONZALEZ

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