

Joseph Kelley



With 25 years of experience managing in the restaurant industry, Joseph Kelley knows how to take care of people. He always enjoyed the hospitality element of his work, but after a quarter of a decade in the industry, he knew it was time for a change. So after a conversation with a friend of his who was already a broker, he decided to dip his toes into real estate and test out the waters. This venture was brand new and fascinating,

and he found that helping people with some of the largest transactions in their lives was something he excelled in. Once Joseph discovered what a great fit it was for him, he embraced his new career fully and has not looked back.

After beginning part time in real estate, Joseph quickly made the transition to a full time position as an independent mortgage broker. He found out that mortgage brokering and managing a restaurant have more in common than people might think. “You have to be able to provide for clients, earn their trust, and create strong relationships with a variety of people,” Joseph explains. And he was already a pro at that. “Anyone who is looking to buy a house should have a mortgage broker who has their best interests at heart,” he adds. “You should have someone who cares about you.” And Joseph makes a sincere effort to do just that.

By working hard and constantly learning, Joseph has developed a versatile skill set that is a gift to clients looking to buy or sell a home. He provides transparent information to his clients and gives them the tools they need to succeed in their transactions. It took some time and trial and error, but he has established great relationships with clients and agents all over California. While most of his work is in or near Sacramento, Joseph is expanding to other states such as Texas and Tennessee. People like him wherever he goes, so he will surely go far.

One of the core characteristics that Joseph values and implements in his business is reliability: “I’m always available,” he says. “Days, nights, weekends — if someone needs something or has a question, I’m there.” Joseph prioritizes sticking to what he says he will do, and delivering on whatever it is that a client or REALTOR® needs. His first action is picking up the phone and responding to concerns or questions. He’s done trainings, plenty of extra research, and is now a certified mortgage advisor. Joseph uses his networks to deliver for each client or agent; he’s shown the drive and care to provide exceptional service. And his dedication is paying off.

With an estimated 93 percent or more of his business being return clients or referrals, there’s no doubt that everyone who works with Joseph appreciates his hard work and honesty. “So much of what we do is really trying to build strong partnerships,” he says. At the end of the day, keeping that trust gives him a great sense of pride.

Joseph is also motivated by giving back to the community. He is involved with the Sacramento Association of REALTORS®, his church, and the CanTree Committee, which supports the Salvation Army by hosting fundraisers, preparing meals, and other necessities for those in need. He also enjoys time with his family and loves being a father.

In the future, Joseph wants to continue growing, strengthening relationships with the clients and REALTORS® he works with, and meeting new, like-minded people. He has a lot of wisdom to share, and many REALTORS® can benefit from what he knows. That’s why his team will keep growing as he helps more people achieve homeownership. “I want to be able to add additional team members and add more value in that way,” he says. “I always want to keep this business something that I have a hand in.” With his experience, mindset, and status as an upstanding member of the community, Joseph Kelley, is your guiding hand to homeownership!

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