

featuredagent

magazine



Joseph
Nocella

For Joseph Nocella, of Island Group Realty, Inc., working in the real estate industry was never in the plans he laid out for himself. Although his father and grandfather had long, successful real estate careers, Joseph wanted something different. So after college, he settled on a job in the insurance industry, however, it wasn't long after he started that he realized it wasn't quite the right fit for him. "I decided that with everything my dad and grandpa could teach me along with what I already knew about it, real estate was the right path for me after all," says Joseph. And although he was licensed in 2019, just before the pandemic hit, he's really hit the ground running since the market has turned around.

Serving clients in Nassau and Suffolk counties on Long Island, Joseph has seen his rate of referrals jump to about 50% in a very short amount of time, which he believes is a result of the level of care he provides to his

clients and the personal connections he makes with them. "I get a lot of people who call me and say, 'I heard you were a good guy to work with.' That's something I really take pride in because I do try to connect with people as a friend, and they know they can call me anytime for any reason and I'll answer the phone," says Joseph. "I'm upfront and honest from the very start and I'll always make sure to look out for my clients' best interest. I really like to find out more about my clients and their families and interests so I can give a more personal touch to the transaction."

For anyone that is looking to buy or sell and beginning their search for a REALTOR®, Joseph offers a solid piece of advice. "Whether you use me as your REALTOR® or not, be sure that whoever you choose can provide value to you all across the board. Choose someone who has a whole team of professionals involved — from

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loan officers to inspectors and the attorneys who will get you to the closing table. You need to have a good team from start to finish."

When Joseph has some time to spare away from the office, he enjoys staying active with sports and loves taking out his Harley every chance he gets. He makes it a priority to give back to those in his community by donating to the Colon Cancer Foundation and participating in Shootout for Soldiers, an annual 24-hour lacrosse event benefitting American veterans. "I was

the captain of my lacrosse team in college and I still love to play as much as I can, so this event is a lot of fun for me."

Although he is still relatively new to the business, Joseph has made incredible strides and is enjoying getting out there and meeting new people rather than sitting behind a desk all day long. "It's great because every day and every deal is different, just like the people I get to meet and do business with." When things get hectic, as they often can, he remembers the advice he received from a





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colleague very early on in his career. “He told me then, and still reminds me to this day, that there are a lot of variables in real estate. It’s very up and down, so you have to control what you can control and the rest will handle itself.”

Looking ahead, Joseph has plans to explore new avenues as he expands his business. “I’m going to keep providing great service to my clients to build on my referrals and repeat business. I also plan to branch out with different

marketing techniques to get more exposure and new clients to work with,” he says. Although, there isn’t a whole lot of time for implementing new strategies at the moment, considering current market trends. “It’s so crazy right now. Every time a house goes on the market, I get 30-40 calls on the first day and usually at least 10 offers.” But from the looks of it, he knows exactly how to handle everything that’s come his way so far and is eager to take on even more. Much like this real estate market, Joseph’s future is looking bright.

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