

featured agent

magazine

Shaun
PARKER



Shaun PARKER

You may not think baseball and real estate have any common aspects as far as career choices go, but for Shaun Parker, of CENTURY 21 Alliance in Medford, New Jersey, the parallels are undeniable. The drive, determination, and competitive mindset that Shaun gained from coaching and playing baseball his whole life — from youth to professional-level — have proven to be the most valuable assets when guiding his clients on how to create wealth through real estate.

It wasn't just the desire to create stability for his own young family that lead him down the path of real estate, but looking back at his parents' divorce and his mother's situation at the time that made Shaun want to help others create a source of income for themselves. "My mom wasn't able to use the sale of our home as a stepping stone after my parents got divorced," says Shaun. "That was my driving force behind getting into this business. Whether it's helping someone sell their home for top dollar or assisting investors who are looking into building a rental portfolio, I look at real estate as a tool people can use to generate wealth."

Assisting clients in Southern New Jersey and the Philadelphia Metro area, Shaun is relentless in getting them the best deal possible. "I'll do whatever it takes to make a deal work out for my clients. If something seems impossible, I won't give up, I'll just tackle it from another angle because it's the only thing I know how to do. I don't cut corners," says Shaun, who always puts integrity at the forefront of every deal. "I know it takes your entire life to build up your reputation and integrity, and only takes one slip-up for it to come toppling down. So, when I say something, I mean it. And I won't avoid uncomfortable conversations just because it might be something that's not easy to hear."

This is a true example of strong leadership, which is something he also strives for. But for Shaun, that doesn't mean he is always in charge. He's comfortable

— and confident — enough to know when to let others take the reins. "Leadership is always going to take on a different role. Sometimes I will be at the forefront of the transaction because maybe the client doesn't really know how to navigate the process and they're relying on me to handle it all," Shaun stated. "But there are times when you have clients who know exactly what they're getting into and they know the process and want to take charge. I'm ok with that. I've learned that leadership isn't always the person who is out in front."

"I'll do whatever it takes to make a deal work out for my clients. If something seems impossible, I won't give up, I'll just tackle it from another angle because it's the only thing I know how to do. I don't cut corners."

As Shaun has seen his rate of referrals increase recently, partly because of his knowledge of current market trends and numbers, he also believes that growth has stemmed from the personal relationships he creates with his clients. "I'm still relatively new to real estate so I'm working on growing those relationships. Not only to help with referrals, but because I really miss the camaraderie of baseball. I genuinely like getting to know my clients and their families," Shaun said. And, although he loves going through the numbers to see what makes the most sense for his clients, it's their satisfaction that brings him the most joy. "Seeing my clients' happiness at the end of the deal is what I enjoy most."

When Shaun isn't in the office or making deals for clients, he enjoys playing sports and spending time with his family at home or at the beach. With two young boys at home, working hard to provide for them while setting a positive example is his priority. As



PENDING

CENTURY 21
CENTURY 21 ALLIANCE - Medford
FOR SALE
SHAUN PARKER
609.864.4825



“I didn’t come from a whole lot growing up. I worked hard for everything I had and I want others to know that if you put in the time and effort and you’re driven enough, then you can dream big dreams and see them come to fruition.”



Shaun looks forward to becoming more involved in giving back to his community, he plans to get his children involved in any events he participates in. “I plan to be more involved with our church in helping out with food and clothing drives,” said Shaun. “Our kids are young, but I want them to grow up understanding how to help others.”

As for his business, Shaun’s penchant for coaching comes

into play once again as he plans to obtain a Broker’s license. “The desire to help others be successful comes naturally to me and I would really love to help others grow their own businesses and be successful,” stated Shaun. “I didn’t come from a whole lot growing up. I worked hard for everything I had and I want others to know that if you put in the time and effort and you’re driven enough, then you can dream big dreams and see them come to fruition.”

Shaun PARKER

CENTURY 21 | Medford, New Jersey | 609.864.4825 | shaun.j.parker@gmail.com