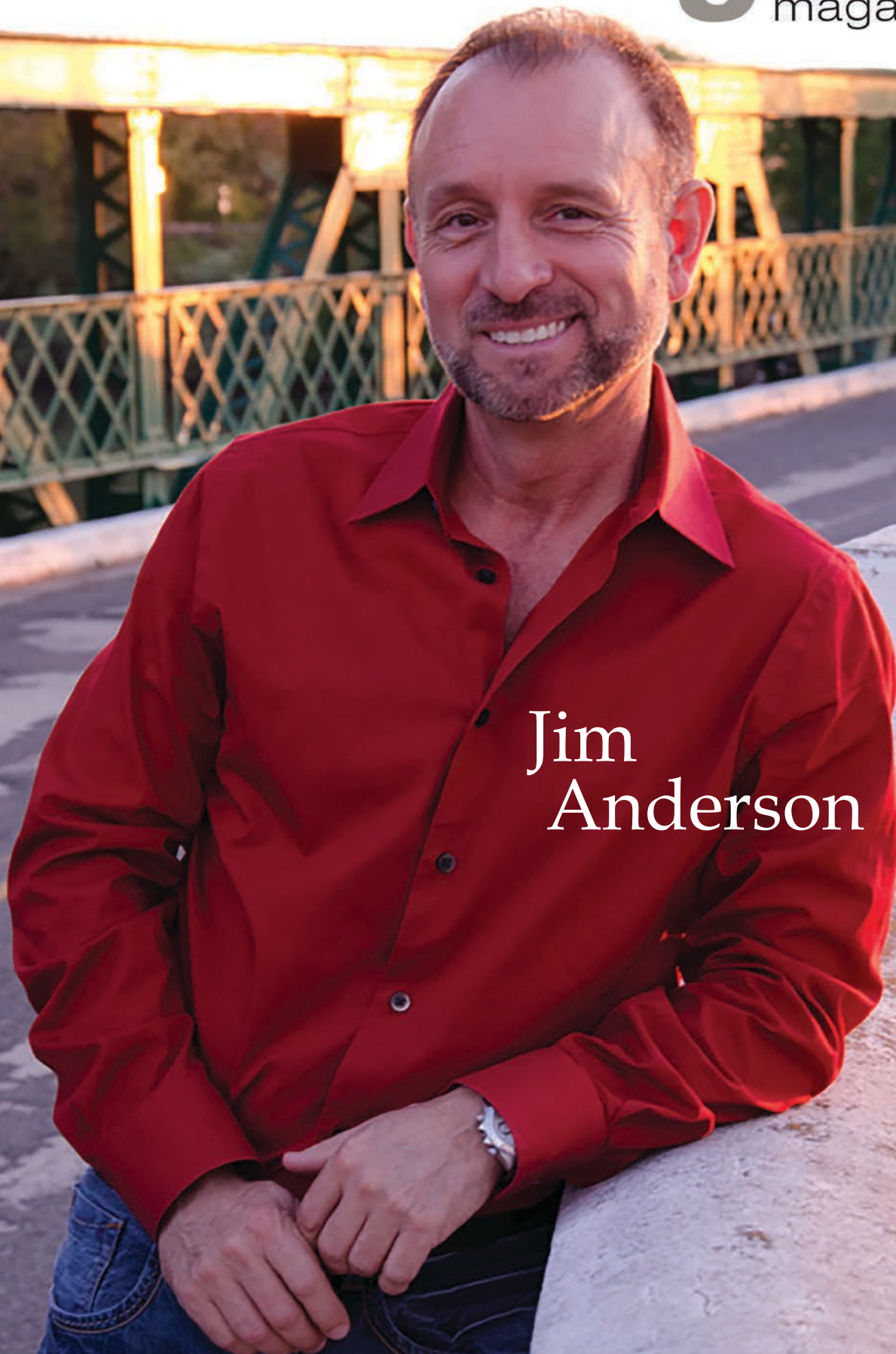


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magazine



Jim
Anderson

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Jim Anderson was no stranger to customer service when he began his career in real estate. He started off working for his family's cattle business and continued on with sales in various other industries. He decided to try his hand in real estate after years of success. After all, real estate was in his family — his grandmother had been a broker for years, and his sister was in the industry as well — so Jim was able to combine their collective knowledge with his own experience and work ethic to excel in the field.

Jim worked in real estate part-time for a few years before deciding to go all in. "I thought, if I'm going to work this hard, I'm going to work for myself," he shared. He entered into the real estate world with the same values he'd always had: honesty, integrity and attentiveness, along with strong communication and negotiation skills.

Jim doesn't skimp on the less than glamorous aspects of the job, either. He's been known to do everything from mowing lawns and washing windows to completely fixing up properties. Clients really appreciate his willingness to do whatever it takes to best serve them. His availability and quality of service are also notable. Jim runs an Airbnb and says that he gets many of his clients from there because of how much they enjoy working with him.

Jim is still enjoying a prosperous career in real estate 26 years after getting his start. Although he mostly works with residential properties, he also completes several commercial sales each year. Working out of the Land Park Lyon office, he provides his stellar service to a wide variety of clients, with specialization in the Land Park, Curtis Park, Midtown, and Greenhaven areas of greater Sacramento.

Jim knows the ins and outs of the business and has some valuable advice to share with new and future agents. "When you first come into the business, all you want to do is win every client you can ... you want to give 150% of yourself," he says. "But it's important to remember that if you don't take care of yourself first, you can't

take care of anyone else." Jim takes time for himself early each morning to ride his horse. This is his time to reflect, focus and plan his days. Family time is also very important to Jim. He and his partner, Jesus Rubio, recently purchased a small ranch in Woodland where they live happily together with their dog, Reis.

Jim also enjoys skiing, running marathons and other races, and even competing in triathlons. Traveling is one of his favorite pastimes and he shares that summiting Mount Kilimanjaro was one of the best experiences of his life. In the process, he raised more than \$60K for the Leukemia and Lymphoma society. It took eight days of climbing to reach the summit at 19,341 feet. "You don't always know where you're stepping, but when you get to the top at sunrise and see the curvature of the earth, it's just amazing," he reminisces. This doesn't apply to





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just mountains, and is great motivation for anyone trying to make it in their career.

Jim is passionate about helping others. He serves on the board of directors of the Leukemia and Lymphoma society. In 2016, he ran for man of the year. He raised \$78K for his campaign and was the runner up in the competition. He was also asked to be on a panel for the LeadingRE real estate agents of the world.

Clients find that Jim can connect with them on various levels. “I’m not a solicitor of my business, meaning that not everything you’ll get from me is about real estate. I want more of a human connection than I do just a business

connection.” What he enjoys most about his career is that he is helping someone — whether it’s a family, a couple, or an individual — make one of the biggest decisions of their life. He keeps in touch with clients after their transaction is done and estimates that 80% of his clientele comes from referrals or repeat clients.

As for the future, Jim doesn’t plan on leaving the real estate field any time soon. As he puts it, “I always laugh and say I’ll be the oldest real estate agent alive. I can do it from anywhere and it’s not gonna slow me down.” With the respect he has earned from his clients and colleagues alike, many people are glad that he plans to stick around!

Jim Anderson

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