

# TOP AGENT MAGAZINE



## Jessica Akde-Elmazi

Some REALTORS® rely on a special formula for success. One part lead generators. Add in an ample dash of the latest technology. For Jessica Akde-Elmazi, success in real estate boils down to doing your homework and acting as a guide rather than a salesperson, keeping your client's best interest ahead of counting commission checks.

Agents bring buyers into situations that don't make sense because "they don't ask questions and don't do the homework. My approach is honest and direct. I try to give my clients the most accurate expectations as possible. I want my clients to understand my questions are professional and directed. I don't want to show a house they like but are unable to buy." Jessica advises all agents to get clients prequalified before showing them properties and definitely before presenting any offers.

Also key to Jessica's success is her vision as a "Sherpa guiding clients on a journey to find what's right. My clients respect that I am low pressure but also opinionated. I'll let them know when I don't think a house is a good house for them."

Jessica credits her background and experience as a social worker for providing her with many useful tools. Jessica spent four years working with high-risk families, focused on maintaining children in the home. She says social work is her "siren call" but the long hours and lack of flexibility made it difficult to be there for her young family.

Real estate wasn't exactly a new venture for Jessica. Her mother has been a broker for thirty years. When Jessica first earned her license at 18, she would run open houses for her mother. She also watched real estate shows during her downtime. She says she learned real estate through "implicit exposure" and appreciates the lifestyle real estate offers her.

Jessica's social work experience helped her develop a niche market, bringing people from the city and boroughs to Nassau County. The agent has done her

homework, researching school ratings, taxes, public water and sanitation, sewage, everything her clients would need to know to make an informed decision, just as she did when she was looking to relocate her own family. She had found "little gem neighborhoods nobody knew about" and that's when she started sharing the knowledge, a tactic that has grown her business to include a substantial sphere of referrals and repeat clients. She shares Long Island is becoming like a sixth borough with hipster neighborhoods, trendy restaurants, and gourmet shops.

Queens has the highest concentration of co-ops in the country with lots of apartment living and people looking to make the leap from a \$200,000 two-bedroom to a house. She says the price jump can be staggering, with average home prices in neighboring zip codes in the \$700- to \$800 thousand range, not including an extra \$100,000 for renovations. "The middle ground is to go fifteen miles east and buy a house for \$300,000," she shares.

Just how does Jessica start the process with new clients? After prequalifying clients, she sends them 20-30 properties to choose from before taking the clients out. By the second appointment, she is able to assess what they want. "A house is a big decision, a lifetime of memories. I want them to feel great and remember me as part of the experience."



To find out more about  
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