

# TOP AGENT

MAGAZINE



Giovanni  
Gonzalez

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Giovanni Gonzalez of GioHomes Real Estate Services earned his broker's license after just two years selling real estate at a mom and pop firm in White Plains nine years ago. "I applied for my broker's license as soon as I was able because I wanted to be on the adventure of creating my own practice," shares Giovanni. His brokerage includes associate broker Michael Turner and two part time agents.

Instead of joining a corporate real estate firm or franchise, Giovanni opened his own independent office, which he says brings many benefits as well as challenges. "Being independent gives you more rope and you can be more creative. You do your own fact checking. You don't have to wait for the legal department for a week and a half to go through advertising proposals, or a manager to authorize expenses."

Giovanni prefers to operate on a fast pace. In fact, clients respect him for his immediate response time. "One of the key aspects of my business is to provide more efficient communication and be more responsive to clients. Our practices are geared more towards clients than to a company. We find answers and resources for home searches or to sell properties in a more efficient manner. We can't wait until tomorrow" he adds.

Being out of the ordinary also brings challenges. "The biggest obstacle is budget. Big corporations can advertise on TV during the Super Bowl. That's a big benefit. National commercials can grab leads that are forwarded to local offices," he says. How can an independent brokerage compete? Giovanni shares word of mouth and referrals are key. "We are very active in sending out fliers and



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invitations to get our name out there. Clients talk about us and recommend our services to colleagues, family, and friends. They're happy with the quality of our service. That's what

provides us with opportunities for success, to grow and prosper. At the end of the day, serving your clients is the most important thing. The circle expands.”



Giovanni's background as a financial advisor has been essential to building his practice. "In essence, real estate is about numbers. It's important for buyers and sellers to understand the numbers. One of my strengths is that I know how to run numbers and make sense out of them, providing clients with accurate advice when they need it," he says. "My marketing background has also helped because I know how to take care of my

clients. When I got into the business, I knew how to promote properties and retain clients. We have to give properties exposure in a particular field or highlight the advantages for a particular clientele, either be an investor or a first time buyer."

To provide his clients and potential clients with resources and information, Giovanni created a streamlined website, which allows buyers to search all



properties listed for sell in the local MLS and includes articles on local Westchester hamlets, villages, and towns as well as cities. The site also includes tips and advice for home buyers and sellers and provides all paperwork clients might need.

The enthusiastic broker says, “What I love about real estate is the opportunity to interact with people from all walks of life. I get a chance to

work with locals, clients from Africa and Asia, Europe, South America and other parts of the world. Most of my business is residential but sometimes we deal with commercial and investment properties.”

“I am very happy to be the Local Independent Real Estate Broker and grateful to every client who gives me the opportunity to be part of an important decision in their lives” he adds.



For more information on Giovanni Gonzalez  
and GioHomes Real Estate Services  
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