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How I Grew My Company To Over \$400 Million In Sales By Age 30

From a young age, I was fortunate to know what I wanted my career to be.

Many 12-year-olds say they want to be a movie star, pilot or professional athlete, but I knew that I wanted to be a realtor. Growing up in an era when Miami's real estate business was exploding, I watched the city grow before my eyes. I wanted to have a part in that growth, which is why I decided to obtain my real estate license as soon as I turned 18.

Today, I run a luxury real estate group under Cervera, with sales of over \$400 million within Brickell, Biscayne Bay, Key Biscayne, Design District, Midtown, Coconut Grove and Coral Gables. I've found a niche with penthouses, having sold Brickell's most expensive penthouse to date, along with two other penthouses in the past few years.

However, reaching this point did not come easy. I owe my success to two things: hard work and the people who took a chance on me. Without the former, there could never be the latter.

Here are the key reasons I was able to grow my business to over \$400 million in sales by age 30.

Build Relationships

You've heard it before, but I can't stress this enough. Every person you meet is a door to a new opportunity. In real estate, as is the case with most other professions, people want to work with someone they trust and connect with. My team and I put a large emphasis on not only going to work, but also finding meaning in the work we do through personal relationships. That can mean a lot of things, whether it be finding the perfect first home for a couple or helping a family move to an area with the best schools.

Real estate is personal, and your clients should always be treated like people, not numbers. Whether someone has a \$100,000 or \$10 Million budget, I treat them with the same respect.

As a result, nearly all of my clients come from referrals or return to me as repeat clients.

Become An Expert In Your Industry

My team and I put a strong focus on truly knowing the neighborhoods we work in. We've become local specialists, making sure that we have a strong understanding of the ins and outs of the listing, the area and the potential buyers.

We familiarize ourselves with every aspect of an area, including: the neighborhood, the local housing market, the inventory, the schools, community issues and traffic concerns. Being knowledgeable on these aspects help us guide the potential buyer in making an informed decision.

That same approach should be applied to every profession. People are choosing to work with you for a reason, so try to maximize the value that comes with that.

Find Time To Do Nothing

We live in a go, go, go world, with not much focus on slowing down. You're responsible for your own mental wellbeing, so be sure to put in the time for yourself. For at least one hour a day, I allow myself the space to do nothing and truly live in the moment. That hour may be spent meditating, curled up with a book or watching my favorite Bravo show. The point is: that time should be for you, free of any distractions. Doing this allows you to go into work with a clear mind the following day.

It's Not All On You: Empower Your Employees

There's an emphasis put on working non-stop as the only way to succeed. That approach couldn't be further from the truth. While I'm all about working hard, as a leader, working smarter not harder is what will take your business to the next level. Remember, you hire people for a reason, so trust them to do their job and always make yourself available as a resource.

That way, you can spend your time on big picture initiatives, and your employees can own their work and grow in the process.

It Takes Money To Make Money

Don't underestimate the power of good marketing.

In business, especially when first starting out, it's important to spend money to invest in your company's success. Whether it be boosting your website's SEO, creating targeted ads or sponsoring social media posts, effective marketing is crucial when looking to reach your target audience.

Beyond traditional marketing, attending conferences and panels is essential to help you continuously learn about your industry, meet like-minded people and get your name out there.

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