TOP AGENT MAGAZINE



JIM PAPPAS

Jim Pappas of Prudential Services Group is one of the top-performing REALTORS® in the United States. Based out of Lancaster, Pennsylvania, Jim focuses primarily on servicing Lancaster County and its surrounding areas and officially holds a license in Florida with Berkshire Hathaway Homeservices Florida Realty in Boca Raton. Over the past decade Jim's business has excelled by relying on a powerful set of skills that has allowed him to scale to the top of the real estate industry.

A native Pennsylvanian, Jim studied Economics at the University of Pittsburgh where he graduated in 1980. Following college, Jim opened his own business, World Wide Travel, which modestly began with two employees. Over the next 20 years World Wide Travel became the most successful and largest travel agency in the area, expanding to 90 employees within four offices. As President of World Wide Travel, Jim also operated the World Wide School of Travel.

In 2002 a multi-million dollar company (Traveleaders) based out of Coral Gables, Florida, bought out World Wide Travel. Traveleaders subsequently hired Jim as Senior Vice President in Sales and provided him with 670 independent contractors. While commuting back and forth from Lancaster to Miami, Jim realized that while he loved his career, the commute was too much with three young children. Having invested in both residential and commercial real estate, Jim decided to become a REALTOR®. "I love dealing with people and have a history of working in sales, so I wasn't afraid of switching to an industry that was commission oriented. For those reasons, choosing a career in real estate was easy."

By March of 2003 Jim began working for a Coldwell Banker franchise, which eventually turned into Prudential Homesale Services Group. "My first year I directed all my marketing on the Internet, as I have a long history working with technology coming from the airline industry. Full steam ahead, Jim produced over $17 million in sales during his first year, which was unheard of for someone starting out in the business. "Real estate quickly proved to be a perfect match and I have never once regretted my decision."

Eleven years later, Jim's passion for real estate has endured, and his career has blossomed. Having reached the highest levels of success as an individual agent, consistently ranking in the top 1% of agents nationwide, Jim is now focused on building a larger team within Prudential HSG and expanding into the Florida real estate market. "Everything that I have learned in real estate comes from a desire and burning passion to seek information and knowledge, and I want to pass that on to other agents so they can serve customers diligently."

Jim's success not only comes from his strong existing knowledge of the real estate industry, but his desire to continually learn about the evolving market. "No matter how many years you're in this business, you learn something new every day. It's amazing what you can learn about homes, investing and style."

Not only an expert of the market, Jim is also a true people person. "I take calls on Friday night, I have taken calls on Thanksgiving Day, and while on vacation overseas. Real estate transactions can be stressful and confusing, and I make it a priority to attend to my clients. Being available as much as possible is definitely an important aspect of my customer service. With this in mind I have to acknowledge my gracious family and their patient understanding."

Another attribute that separates Jim from the competition is his ability to stay on top of technology. "I stay abreast of current technology and find creative ways to use it to the advantage of both myself and my clients. I was an early adopter of extensive internet marketing, investing heavily in the most popular real estate websites, upgraded listings, and my personal website. I think the key in real estate is operating your real estate company, which in essence is yourself, like a business. You need to get the competitive advantages as soon as they become available."

By possessing all the tools and knowledge required to succeed, Jim produced over $30 million in individual sales in 2013. For his efforts, Jim has been ranked for many years as the #1 REALTOR® in Individual Sales for all Prudential Home Sale Services Groups. Having consistently reached Platinum level throughout his career, Jim received a new honor when he was named as the Chairman Circle Diamond Award winner in 2013; the highest level awarded within Prudential.

Looking toward the future, Jim plans to continue developing his business in another state. "Real estate as an industry is always changing, and I intend to change along with it. With modern technology I can service 95% of my clients' needs remotely, and never lose sight of any detail or sacrifice any marketing opportunity. With this in mind I intend to run a successful business in two states while traveling between them frequently. I am a big tennis guy, and would love to become the go-to guy for tennis communities and properties in Florida."

Ultimately, it's helping others that motivates Jim. "What I most enjoy is winning someone over. I often work with repeat and referral clients and people who know they need a REALTOR®. However, sometimes I meet with someone who may have had a bad experience, and resistant to the idea of working with a REALTOR®. I know them when I see them. It is winning over these types of people that gives me the most joy. I will earn their trust, give them mine, and usually get them to laugh with me before we are through."



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