



## Jason Nagy

Written by H. K. Wilson

"I have a heart, passion and deep respect for people who are entrepreneurs," Jason says. "They are the risk takers. My vision for our agents at Coldwell Banker is that they're our clients. I want to identify how can we best elevate and serve them so they can serve their clients. My goal is to help build successful, sustainable, thriving businesses. It's really important for me to make sure that we're giving everybody the greatest opportunity by being the best strategic partner in the marketplace. Real estate can be a very isolating and lonely business if you don't have a great group of people to help you along the way."

With marketing that is second-to-none and a global reputation for real estate excellence, Coldwell Banker has proven the ideal partner for achieving Jason's vision. "Our strategic initiative is to look to the competitive landscape for what other brokers are offering and where we

can elevate and add to our offering in a way that is substantially better and will impact our agents and their clients at the next level." Jason points to the company's proactive marketing initiatives that include a listing concierge program, television ads, monthly magazine distribution and geo-targeted posts on social media that get houses seen and sold. "We're not just putting houses on the MLS and hosting milk-and-cookie open houses to get results," he says.

Meet Jason Nagy, Branch Manager at Coldwell Banker Residential Brokerage, Carlsbad. During his 15-year career in real estate, Jason has achieved national status with some of the most recognized brands in the industry. His people-centric approach to real estate combined with his inspirational leadership style has powered his continuing success, and his Carlsbad team has outpaced the local market with sales that far exceed competitive averages.

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As a dedicated manager whose job is to recruit, develop and retain talent, Jason says he approaches these objectives from a value-based mindset. "I am looking to recruit the most talented agents in the business and align their vision with ours. We know that if we're affiliating with agents who are value focused, they will bring that same ideology of value to their clients. It's not about how much something costs, but the longterm value that is derived from the investment. We strategically partner with people who understand the concept of value. In the absence of value, price rules. I operate the same way. For example, I do a lot of deal negotiations to help keep deals together and make sure our agents and their clients are taken care of. When our agents open their commission checks, they are going to have one of two thoughts: Jason and the marketing staff are amazing and they earned that percentage; or, What did I just pay for?"

A record-breaking salesperson and outstanding team builder, Jason offers his partner agents the validation, motivation and resources necessary to succeed. "You can only bring people on board to work with you if you serve them and if they believe you have the capability to bring their business to the next level. We are in the people business, and until people know how much you care, nothing else matters. What motivates one person is very different from what another needs. I firmly believe that being systematized — having structure and discipline in business with great follow-up skills — is key to going to the next level. What agents get with Coldwell Banker and Jason is the ability to execute on the deliverables promised."

Realtor® Michael Biondo says that when a listing agent threatened an eleventh-hour cancellation of escrow, Jason saved the day. "Jason just happen to

be walking into the office while I was on the phone with the other agent. I pulled him into a conference room, and without hesitation, he stepped in and was able to talk the agent off the ledge and come up with a solution that benefited both parties. We ended up closing escrow yesterday, and my happy buyers got the keys to their first home last night! Thank you to Jason for your support and guidance!"

Another team member, Realtor® Lynn Vogt, got the support she needed so she could enjoy her wedding and honeymoon. She reports that Jason "closed one escrow, extended another when needed, and even found a new home for a client whose escrow fell apart while I was celebrating in Mexico! Thank you so much, Jason, for giving me the time off I needed with my new hubby and the peace of mind knowing everything was in the best of hands!"

Jason exemplifies servant leadership, and he works hard to help his agents shine when they are in the spotlight. "I get a tremendous amount of joy from my work," he says, "and the greatest joy comes from the relationships I have with agents. They are colleagues who become my friends. It is my privilege to empathize when they struggle and celebrate when they succeed."

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