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Jessica Silver from CORE: Your Sphere of Influence Will Be Your Biggest Asset in the Beginning



Jessica Silver is a licensed real estate salesperson for CORE and is the latest to take part in our Expert Interviews. A native New Yorker, Jessica grew up in Westchester County and has lived in New York City for 25 years. Due to her dedicated and client-focused approach, she was able to seamlessly transition from a successful career in advertising sales to real estate. Jessica has made deals in a wide range of neighborhoods, from Brooklyn, to Manhattan and Queens. Avidly engaged with new properties on the market and well-versed in understanding industry-related updates, she has developed a strong passion for and knowledge of the evolving real estate industry.

When she's not helping her clients, she enjoys NYC restaurants, museums, parks, shows, and everything else the city has to offer. Read on to find out more.

Q: Tell us a little bit about your background and why you chose a career in real estate.

I had a successful career in ad sales for 20 years, but my enthusiasm was lacking and I decided to consider other options; it's scary to think about leaving your comfort zone but I knew I needed the change. I've always had a fascination with real estate, more so after going through the co-op purchasing process myself, and decided that this was the career

change I needed – it was the opportunity to parlay an interest into a career, and found this to be a great motivator.

Q: What do you love most about your job?

Happy clients. Purchasing a home is a big step and rather overwhelming, and helping a client find the perfect home for the next chapter of their life is quite a rewarding experience. Finding the right buyer for a seller's home is equally as gratifying, especially in cases when the home was initially listed with another broker but not sold.

Q: What are some of the things you do to keep yourself interested, updated and inspired?

I start each day reading trade publications to get hard facts on the market and dedicate time to previewing properties that are upcoming or on the market. Not only does that keep me knowledgeable about the market's inventory but there's an inspiration that comes from seeing beautiful homes

Q: What would you recommend to beginners in the industry?

Getting started can be overwhelming, so make sure you go with a broker who offers good training and/or mentoring. Also, be aware of your sphere of influence, as that's going to be your biggest asset for referrals and future business.

Q: Any other insights you'd like to share?

Real Estate can be a fun business, looking at multi-million dollar properties is exciting and you have exposure to homes most people can only dream about seeing, but it's also a lot of work. This is not a typical Monday to Friday/ 9-5 job, and you will be working on weekends, so be sure to carve out some personal time.