

# TOP AGENT MAGAZINE

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## BEN JACOBS

"I grew up in a real estate family," says New York Top Agent Ben Jacobs. Born and raised in Vermont and Miami, Ben's dad has been buying and managing both residential and commercial properties for more than 30 years. "It was the common topic of conversation at the kitchen table," he says. "My brother now runs the family business; I was always going to do real estate. I just didn't know where I would begin my journey."

That's why, after graduating from Skidmore College in Saratoga Springs, Ben headed to NYC to start his career. Licensed for more than five years, Ben has sold millions in real estate throughout Manhattan, West Harlem, and Brooklyn.

In true New York fashion, Ben describes himself as a "straight shooter," who "tells it like it is." "I don't like wasting time — mine or my clients'," he says. "I'm very honest about pricing and current market conditions. I'm not the type of agent who is going to buy a listing. Integrity is essential in this business," he continues. "90% of my business is referral based. I am heavily involved in the transaction at every stage of the process, making sure my clients are executing on a sound business decision."

Ben hopes that his clients remember him as going above and beyond what was expected. "I'm all about providing the highest level of client service," he explains "It's also important to emotionally connect with your clients and make them feel comfortable. I want them to be so happy at the closing table that they do not hesitate about hiring me again or referring me business."

Ben, an avid reader, has a unique way of creating that lasting and memorable connection. "Every year for the holidays I give books to my clients," he

explains. "Not a coffee table book that you see at every dentist's office, but a novel that I have read and loved. I choose something specific to my client's personality. Stories can touch people in amazing ways."

Ben's approach to his business is shaped by an expression his father and mother use frequently. "They always say, 'the harder you work, the luckier you get,'" and I can finally understand what they are getting at," Ben says. "Showing up is half the job but staying attentive and maintaining your client's confidence is key."

It's no surprise, then, that Ben finds his clients' happiness to be one of the most rewarding aspects of being a broker. "You already know what your commission will be before the deal closes. Of course we do this to make a living. But truthfully the most rewarding aspect of the job is when your client is incredibly thrilled and thankful for your expertise and diligence. An unexpected thank you note really means a lot in this business."

Ben is always looking for ways to give back to the communities that support his business. One of his favorites is the City Santa program. "It's run by one of my best friend's parents. Each year during the holidays we buy and wrap gifts to deliver to families staying in shelters."

Looking to the future of his business, Ben sees nothing but opportunities for growth. "I want to keep doing what I'm doing and build the business up to service more clients," he says.

**TO LEARN MORE ABOUT BEN JACOBS  
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