

# TOP AGENT

MAGAZINE



JOSHUA BARIS



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In 2005, Joshua Baris left the real estate business, seeking a career with more structure and stability. But he didn't stray too far from the housing market. His new job in the home warranty business put him in regular contact with all the major brokerage companies. Although he enjoyed his new career, Baris did start missing real estate. When he was laid off four years later, he didn't leave empty-handed. He had gained a new maturity, a stronger work ethic, and interestingly enough, an overwhelmingly positive attitude about the future. That's when fate stepped in. "Within a week of being let go, two separate neighbors knocked on my door and asked, "Are you still in real estate? I'm looking to sell my property." At first I was unsure but then I thought, "You know what, this is too fated." Although everything seemed to be falling into place, Baris was still skeptical about returning to a full time career in real estate.

Adding to his doubts was all the pessimism he was seeing from his friends in the business. "All I heard was people saying how horrible the market was. But then I thought to myself everyone's complaining about it but no one's doing anything about it." Despite the negativity, Joshua, with his wife's consent, decided to give real estate his all for six months and see what happened. "I decided not to look at it as a bad market. I looked at it as an amazing market, just a different type of market. I think the biggest factor in achieving success in anything, but especially in the real estate market, is having a willingness to accept change and a willingness to adapt to that change." Less than six months later, Baris had earned a place in the Multi-Million Dollar Club at Coldwell Banker. The following year, 2011, he had added the Coldwell Banker International Sterling Society to his list of his accomplishments. Baris currently ranks in the top one percent of agents



in the entire state of New Jersey. Clients included NBA star Jason Collins and rapper Ice T, whose reality show *Ice Loves Coco* Baris appeared on. His positive outlook had paid off big time.

But great attitude alone doesn't account for Baris' remarkable success in such a short time. As he mentioned above, it is the willingness to adapt to change that completes the success equation. "For me it comes down to three





things: having fun and really embracing opportunities, my work ethic and the amount of hours I put in, and lastly, my online presence and my marketing experience.” When he returned to real estate he was surprised to find that there was still resistance to using technology in order to gain a sales advantage. “I’ve noticed that a lot of agents still don’t understand the benefits of online marketing and social media. That’s something I love and embrace. Whether it’s Facebook or LinkedIn

or Twitter, for me online marketing and social networking is key.”

In fact, Baris is so well-versed in online marketing, he was asked to be on the Social Media panel at the 2010 Planet Real Estate convention. But he doesn’t rely on the internet exclusively when it comes to communicating with clients. “A lot of people will say to me, ‘How can you do everything online? It doesn’t have the personal aspect of a handwritten note





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or a phone call,’ but I don’t believe I’m taking away from that. When it comes to keeping in touch with clients, I don’t use Facebook. I use the phone and personal interactions.” With his ebullient personality it should come as no surprise that many clients end up becoming close friends.

For now, Baris is content with living in the moment, still in awe of how far he has come in a few short years. “I feel that my energy and enthusiasm have really allowed me to excel in

all of this. My grandmother always says “You could sell you know what on toast” and I can. If I believe in it, I can. And I’ve been dealt a lot of burnt toast over the years. I don’t focus on that. For me, the glass is not half empty or half full, it’s overfull, pouring out. That’s just my attitude.” Baris and his wife, Hilary, will soon be embracing a more personal change as they are expecting their first child in January. Of course, Baris has no plans of slowing down. “I love what I do. It really comes down to that. I just love it.”

## **JOSHUA BARIS**

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