

TOP AGENT

MAGAZINE



Joyce Coletti®

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There's no stopping Joyce Coletti®. With an exuberant personality and the sharpest business acumen, she has built her career from the ground up and ranks number 1 for most homes sold leading her completion in Nassau, Suffolk, and Queens Counties. Joyce has been number 1 in Long Beach for 12 years in a row with Prudential Douglas Elliman Real Estate for number of homes sold. Joyce has participated in more closed Residential Sales than any individual agent out of Prudential's 3,500 agents.

Her astounding track record is the result of intense dedication and an enthusiasm for real estate. "Number 2 is not in my vocabulary," says Joyce. "This isn't just my job, this is my life and I take it very seriously." Focused and at the ready, Joyce lives for real estate and each transaction receives her full attention. "I love nurturing each listing and watching it grow," she explains. "Everyday I check in on them and watch their progress. Like a child, with an offer it begins to walk and at the closing table it's like I've married it off and left it in good hands. Then I'm ready to start again with a new listing."

Sales are as natural to Joyce as breathing. She was selling encyclopedias door to door by age twelve and later was setting records selling cosmetics in New York City's most iconic department stores. She is at once authoritative and warm and commands attention everywhere

she goes. Naturally gregarious, people are drawn to her and her clients trust her implicitly. By the time she started her real estate career, her methodology was clear. "I decided to market myself, as well as my listings," she explains.

Her strategy was so successful that a former associate used her name to promote his own business, creating the necessity for Joyce to register her own name. "My name has value," she says proudly. "Everything I do lives up to that value and that respect. I always do good, and do well towards my clients and other agents. I'll help another agent negotiate a tough sale or answer their questions when they call. That kind of positive energy will always come back to you." As a positive force in this highly competitive market, she prides herself on always conducting herself and her business with the utmost integrity.

Joyce's name is now synonymous with successful real estate. With her approach, she sold the first \$1 million condo and the first \$2 million house in Long Beach. In general, however, Joyce goes for volume rather than big price tags. "When I was in cosmetics, I chose to sell the \$5 nail polish rather than the \$100 face cream," she says. "Now I choose condos and co-ops, products many others shy away from, rather than \$10 million homes. It's the art of the sale, not the price of the product that matters."

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Joyce built her brand and her business entirely on her own and still works as a stand-alone agent rather than in a team format. Behind the scenes, however, she has amazing support with Eugene Clark, an apprenticing agent, and Jason Brown, Joyce's assistant and technology guru. "Jason is my right and my left hand and Eugene is my shoulders to lean on," she says affectionately. "They support me 1000%." The two help Joyce stay abreast of the latest developments in the industry and in the local market and help keep the office running smoothly.

The office is always abuzz. As 98% of Joyce's clients are referrals, the phone rings off the hook. "I've marketed myself so that people never forget me," she says. Her reputation for integrity and expertly negotiated deals keeps business humming and keeps her constantly on the go.

Joyce never forgets that her number one priority is to her clients. "I literally work seven days a week, and my phone is never off," she says. "Even on vacation my phone goes with me." She keeps a sharp eye on all of her transactions and makes sure that each of her clients receives the full benefit of her knowledge and expertise. She knows the ins and outs of this region, and expertly places listings on the market, stages the homes, and then prices her properties to sell. Her sales strategy gives clients all the benefits the market has to offer.



Above all else, Joyce is passionate about every aspect of her career. "I love getting up in the morning and coming to work," she says. "I love being with people and making them laugh, but most of all I love the thrill of the deal." Through hard work, dedication and focus, Joyce has already reached enormous heights in the industry and there is nothing she can't do. Always striving to deliver her very best, the top is where she belongs.

To learn more about Joyce Coletti®

email joyce.coletti@elliman.com, or call 516-313-2700