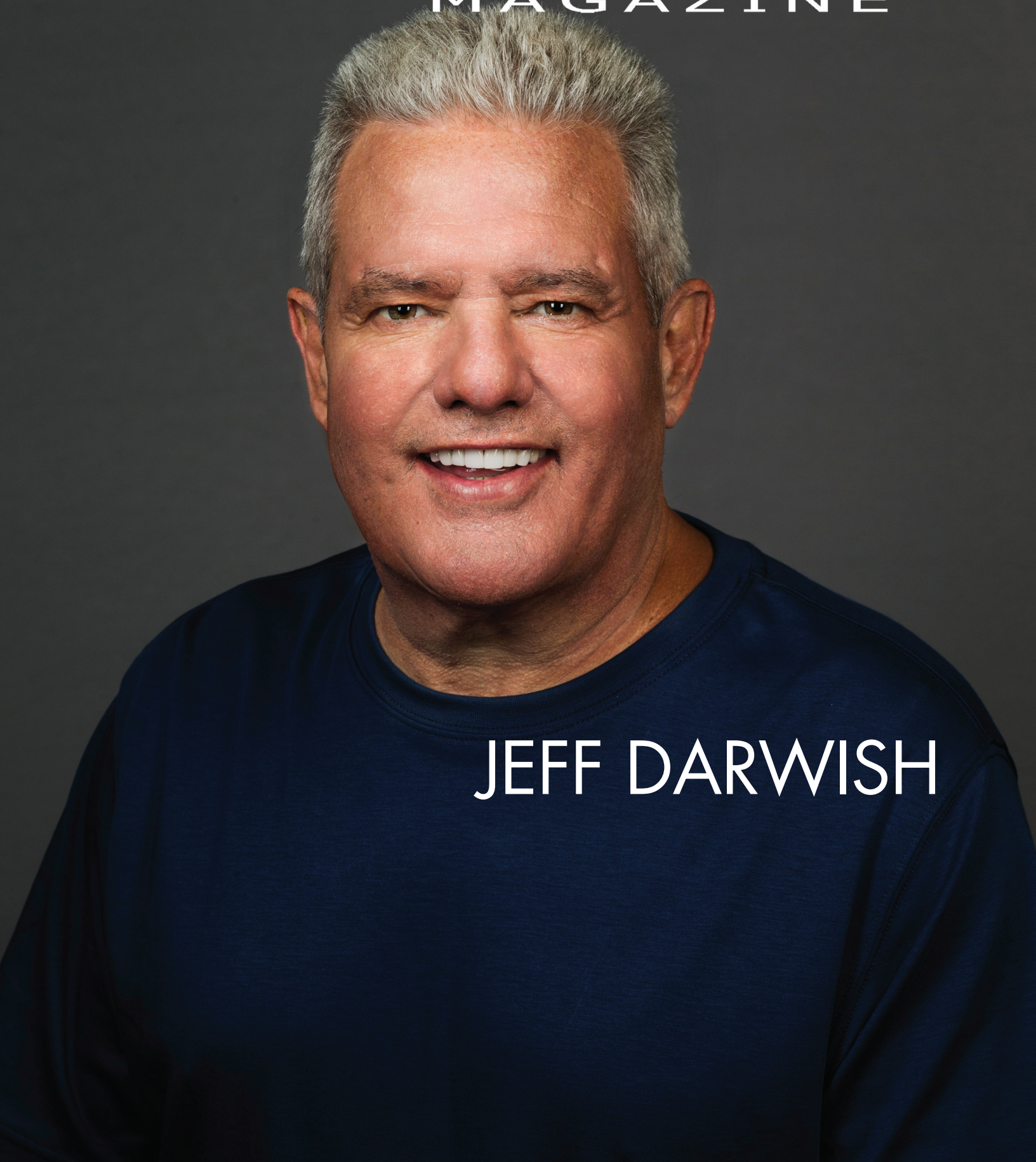


TOP AGENT

MAGAZINE



JEFF DARWISH

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From the moment Jeff Darwish, Top Agent with RE/MAX Team 2000 in Dearborn begins to speak, it is clear that he is one of the most down to earth people you could hope to meet. He's friendly, with an almost self-deprecating sense of humor, who uses sports metaphors to describe his role in working with buyers and sellers throughout Southeastern Michigan. In short, he's incredibly likeable. He also happens to have been in the top 1% of REALTORS® nationwide for 3 decades. In Southeastern Michigan, he's been ranked among the top 10 RE/MAX real estate agents for the past 25 years.

Yet to hear him tell it, his entrance into real estate was more or less a fluke. "I worked on the railroad, and it was a good job, and I worked with several friends from high school. The only problem was that I'd work for six months and then get laid off. By the time he was nearly 30, and newly married, the inconsistent income was just not cutting it. "A friend I grew up and played sports with was

in real estate. He asked me to come join him. His dad was the broker of the office, and even offered to get me set up with 'professional clothes' once I passed the test," Jeff recalls with a smile.

Jeff was duly warned that the early months of work as a REALTOR® can be a challenge, but he says his natural competitive streak was helpful. "I'm pretty fiery, and I was newly married. I'd also sold memberships in a health club, and I knew a lot of people. People in my neighborhood trusted me too," he says.

He credits that trust to essentially abiding by the Golden Rule. "You have to be good to people. You have to be punctual, and you have to be honest. You have to hustle, and you have to tell the truth even when it doesn't benefit you in the moment. Because it will benefit you later," he says. This is precisely the type of advice he's now giving his son, who has joined him in real estate. In simple terms, Jeff says, "I let him



know that if you're cool to people, they will be cool to you."

Continuing Jeff adds, "That means that sometimes you've got to play hurt. You still have to get up, even when things aren't going great. You won't stub your toe if you're standing still, but you won't be successful either. You need to do whatever it takes to get the job done. I like to say: You've never fought

until you've been knocked out."

Jeff isn't just talking the talk either. He's very much walking the walk. He's sold close to 3,000 homes over his life, and he works as hard for a smaller transaction as he does for a larger home. "Too many people won't work hard if the commission doesn't stack up. I stack them up. If I have less than 15 in the hopper, I'm not happy. I've sold a \$400K house,



and taken a \$40K listing in the same day. And I'm on time and ready to rock for both of them," he says.

When it comes to working directly with buyers and sellers, Jeff speaks a language that everyone can understand. "I coach my clients on how to score. I let them know there is only one reason why a home doesn't sell. It will be about price. If the house is priced fairly it will sell. I let them

know that our goal is to score, so we need to move up the field rather than zig zagging around," he says.

Jeff won't make his clients scramble to reach him either. "When someone hires me, they get me. I've had so many clients say that they never talked to the REALTOR® they hired. They only talked to their assistant. The person who was getting paid to sell their house never talked to them.



When you call me, my wife or I will pick up the phone. We don't have an assistant."

Jeff's hard work and dedication has paid off in spades. The list of awards he's received since 1985 could fill volumes. Indeed, his production has increased almost every year for 30 years. Most recently, in 2014 Jeff was named to the prestigious 2014 REAL Trends The Thousand list

where he ranked #178 in the Top Individual Real Estate Professionals by Transaction Sides, among the 1.5 million REALTORS® nationwide. He's also received the RE/MAX Hall of Fame for Lifetime Achievement Award, as well as the RE/MAX Chairman Award.

Even with all of Jeff's success, it is his humility and work ethic that speaks such volumes. Married for



nearly 30 years to his wife Carol, Jeff is clearly grateful for his clients, and the opportunity he has to help them. “From where I was 30 years ago, I can’t believe how lucky I am. My old high school friends tease

me when they see my billboards. Coming from where I came from, it’s just unbelievable. I’ve had my share of being beaten up, but there has been a lot of success, and it’s just been a really good life.”

For more information about Jeff
visit www.JeffDarwishHomes.com
email Jeff@JeffDarwishHomes.com
call 313-999-3699