

TOP AGENT

MAGAZINE



*John
Samsel*

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JOHN SAMSEL



Top Agent John Samsel, Broker/Owner of Samsel & Associates in Clark, New Jersey has achieved stellar success in the real estate world through a combination of hard work, true concern for his client's best interests, and his focus on providing his buyers and sellers with impeccable, white-glove service.

John, who will soon appear on HGTV's legendary series House Hunters, and who has also been featured on television networks ABC, NBC, FOX and CBS, unofficially began his real estate career in 2002, when he began buying and selling his own homes. In 2004, he made it official and obtained his license. As the proprietor of Samsel & Associates, he currently oversees a highly-dedicated team of 26 agents, all of whom he has a personal interest in seeing succeed, working hard to educate, encourage, and hopefully open their own brokerages at some point. "What I'm truly trying to do is to create a company that really cares about its agents, and isn't simply looking to line its own pockets," he says.

Nearly half of John's considerable business is based on repeat and referral clients, a sure indicator that the aforementioned white-glove service is impacting and satisfying his clients. "We go above and beyond for our clients," says John, attempting to explain the impressive level of customer loyalty he and his company produce. Much of his success has to do with the level of expertise and training John, himself possesses. "I have a broker's license, a mortgage originators license, a title insurance license, construction license and an EPA license," says John. Remarkably, his clients also benefit greatly during any transactional difficulties from the fact that he is also a licensed counselor.

John cherishes the relationships he forms with his clients, and works hard to make sure they understand that. In addition to sending personal texts to them, he also relies heavily on social media to maintain contact with them all. "It's one of the best methods I've found for staying in touch with them," he explains. He has also become a trusted post-transaction resource for his clients, and often finds himself providing recommendations on area restaurants, vendors and other local businesses. "They reach out to me on a regular basis," he says.

"I actually love what I do, and I don't consider it work at all," says John, when asked what he enjoys most about his life in real estate. "I enjoy every aspect of helping people, educating

people, and equipping people with the information they need to make a good decision," explains John. "I also love to help and see agents grow and develop their own business."

John not only likes giving back to his community. "I don't just give back to our community, I give back to all communities," he says. Among the recipients of his philanthropic efforts are an organization that assists with special needs children, sponsorship of athletic teams and assisting with senior living facilities and the area school systems. Additionally, he was recently elected to the Board of Directors of the Gateway Chamber of Commerce, to which he was nominated because of his many civic commitments.

When he's not working, John enjoys nothing more than spending time with his wife and children, and is conscientious about carving out time from his busy schedule for them, making them a priority. The family can often be found on the Jersey Shore, a place John professes a great love for. "I make sure family comes first in my life, and then everything else after that flows nicely."

Looking to the future, John's plans include continuing to grow his business, and perhaps begin a franchise at some point. He also plans on continuing to groom and support his dedicated agents. Above all, however, would be the goal of continuing to provide the very best customer service available in the state of New Jersey. "We really care about people," says John. "A lot of people say that, but I learned a long time ago that actions speak louder than words. Stop chasing the money, and the money start chasing you."



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