

TOP AGENT

MAGAZINE

Jay Fletch

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REAL ESTATE GROUP



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For Jay Fletch of Edina Realty, real estate is a calling. The broker and consultant shares, “I have a love for this business. Real estate is not only my vocation and career, but it is also my pastime. It’s an attitude, a mindset, a personal belief and value”

Continuous improvement and education are important values to Jay. He’s earned a comprehensive list of certifications and designations, the most notable include the Certified Residential Specialist, Certified Negotiation Expert and Certified Luxury Home Marketing Specialist, as well as his Minnesota and Wisconsin broker’s licenses.

Because of his discipline for improvement, he bookends his days, beginning his mornings reading something positive and optimistic for thirty to forty minutes. He ends the last thirty minutes of the day reading which adds up to about 52 books a

year, keeping his skills sharp and relevant. In fact, his home library is filled with non-fiction real estate, business, personal development, and motivational titles. Jay shares that he takes at least one new idea from each course, experience or book to improve himself and better serve his clients.

“Previously, I’ve been involved in many different facets of the real estate industry, including land development, home building, and residential mortgages, which has rounded out my expertise,” he adds.

“Owning businesses has also given me a much deeper understanding of the entire industry that most agents don’t have.”

Jay’s expertise has attracted a steady flow of clients throughout his 18-year real estate sales career. He is a member of Edina Realty’s Highest



Award, the Chairman's Circle. His accolades include *Minneapolis – St. Paul Magazines'* "Super Agent" and consistently ranks among the top real estate agents in the country for sales volume and transaction sides as noted by *America's Best in Real Estate*, Real Trends.

Jay earned an MBA from the University of St. Thomas, in St. Paul with a specialization in

Negotiations, providing him with an advantageous background to serve his clients. Jay works around clock and it's not uncommon to get emails from him into the very late hours of the night. Jay's attitude and approach are influenced by many mentors and authors through the years. He adds, "I am a dedicated student of Jim Rohn who says 'Don't wish it was easier; wish you were better.'"



What are the essential tools for a successful REALTOR®? In selling a client's home Jay utilizes expert staging, professional photos, efficient systems, detail checklists, and massive internet and direct mail campaigns. He adds, "Our job is to sell homes for more money and in a shorter time. There's a difference between a photo of a front porch and a staged photo of the same porch with two comfy chairs, a couple

glasses of wine, and a folded Wall Street Journal. I'm marketing a lifestyle and not just a home."

Jay goes beyond what most agents do to provides pre-market professional inspections for sellers, which establish a foundation used later in the negotiations. If the sellers have an inspection up front, the buyers purchase with more confidence and the seller's maximize their value."



To help sellers who are busy packing for their move, Jay brings in a crew to clean the property.

In keeping with his belief in giving back to the real estate industry, Jay has appeared as a guest speaker on panels for leading real estate companies such as Edina Realty and Zillow.com, as well as speaking engagements throughout the U.S. on business, sales, and success. “Real

estate is one of the best entrepreneurial opportunities in the world but like any business, it is a roller coaster there are ups and downs. The more education, knowledge, and expertise an agent has, we’re better able to smooth out peaks and valleys with a businesslike and non-emotional approach,” Jay notes.

Jay listens to his client’s needs, helps them identify their real estate goals



and specifically tailors the process, the marketing, the experience to accomplish those goals. “It is my goal to give exceptional service, demonstrated by honesty, hard work, and responsibility. My

clients tell everybody they know about me. They get great service, I get a lifetime client, a relationship whose referrals are worth many times more business than a one-time transaction.”



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For exceptional real estate service or more information about Jay Fletch and the J. Fletch Real Estate Group at Edina Realty

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