

TOP AGENT MAGAZINE

JONATHAN WALLACE

Jonathan Wallace spent 15 years in the television business before he began searching for a career that allowed for greater personal growth. “I wanted to be in the driver’s seat of my own success,” Jonathan says. A proud second-generation Realtor® in his third year with Keller Williams’s Team Jordan, Jonathan serves all of Simcoe County, Ontario. Repeat and referrals make up half of his business. Clients return, drawn to his personality and an ability to present complex information clearly and concisely. “They know they can trust me,” Jonathan says, “and I always answer my phone.”



To nurture leads, Jonathan uses a six-point system, preferring phone communication over messaging. “I offer a personal touch,” he explains. “People miss that these days.” Typically, these are not real estate-driven messages. He simply checks in. If it is a new home buyer, he will ask about the house or the family. Christmas, holidays, and birthdays are obvious touchpoints. Then there is the marketing perspective; Jonathan’s team is on the creative leading edge. They provide high-quality professional photography, staging, and other services that other agencies in the area typically cannot. Personally, Jonathan is a member of three Boards, which offer him exposure to local Realtors® and more than 53,000 agents in the Toronto area. This visibility pays off. Last year, his sales totaled \$20 million. This year, he has more than doubled that output, with sales volume currently over \$49 million.

In anything Jonathan has succeeded in, he never feels like a natural. This uncertainty motivates him. “My

secret is that I never say no,” he shares. Whatever the opportunity, he takes it. Hypothetically, if someone wanted him to sell their vacant lot, and he could only make \$300 from the transaction, he would still accept the offer where others might overlook the opportunity. The way Jonathan sees it, that very client might eventually convert to ten more transactions. If you don’t take every piece of your business as seriously as you would the \$2 million listings, you might miss out. “Sometimes the small fish turns into the big fish,” Jonathan says. Each new day brings him an opportunity to meet 20 new people and a prospective referral.

Jonathan loves real estate. His favorite aspect of the profession is helping people move forward in their personal and financial growth by creating a) passive income or b) generational wealth for their families. Jonathan says, “I find that helping clients achieve their dreams an extremely rewarding experience.”

Besides helping clients, Jonathan has a passion for service to others. He participated in 15 off-shore service missions through Rotary International, providing assistance to the poor and disadvantaged. An accomplished ice hockey referee, supervisor, and instructor, Jonathan has mentored well over 1,500 minor hockey referees across Ontario. When he finds free time, he snowmobiles, golfs, and recently took up curling. For the future of his business, Jonathan’s five-year goal is to transition from full-time production to a leadership and mentorship role. “I look forward to coaching a team of high-performing agents within our team environment,” he says, “so I can share all that I have learned.”

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