

TOP AGENT

MAGAZINE



Mario Venancio—Top of the Game

Mario Venancio wasn't looking for a new career path. He was successful in his chosen field of pharmaceutical sales, and he took up real estate as an interesting sideline. He had no idea it would lead to such amazing things. Since he got his start, Venancio has become a perpetual top seller with Gloria Nilson REALTORS® in New Jersey, and was the number one agent in the company, as well as the number one agent in all of Monmouth County in 2011.

Things fell exactly into place in spite of the fact that he was going in blind. "I just worked, and my natural instincts took over," he says. Venancio has been in the real estate field full time for 20 years now, which gives him the experience and connections to be a formidable force. However, he doesn't rely too heavily on tradition.

"I embrace the new technology that has given us internet marketing and advertising," he says. Staying on the edge of new technological developments is one of the key factors in maintaining his place at the forefront of the industry.

He also makes it a point to give 100 percent of himself to every client, regardless of the price tag on the home. "I like what I do, so whether the home I'm selling is listed at \$100,000 or \$3 million, I put the same level of effort and expertise into the transaction."

Venancio has amassed a deep knowledge of the

geographical area in which he works. When he meets a client, his knowledge of the local area helps him understand what will work for that client when it comes to the best schools, the culture of the neighborhoods, and access to the lifestyle each person seeks.

He doesn't specialize in just one kind of client—only first-time buyers or just homes over a certain listing price, for example. He says diversification is the path to success, and he may be right. In the past year, he has logged over 60 transactions amounting to more than \$52 million, ranging from \$140,000 condos to \$3 million estates. He enjoys putting together a deal, but along the way, there's the unmistakable joy of helping others achieve their dreams.

"I want to help my clients' children find starter homes, and help other clients' parents settle into adult community homes," he says. "I enjoy the cross section."

"I try to do the best I can each day," he says. "Finding the right home is about listening to the client's needs, and more importantly, understanding them. Being number one is all thanks to past clients and the referrals that come from them."

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