

# TOP AGENT

MAGAZINE

A full-page photograph of Jonathan Alexander, a man with short dark hair and a light beard, smiling warmly. He is wearing a dark navy blue suit jacket over a white dress shirt. He is leaning against a grey metal railing with his hands clasped. The background is a bright, modern building with large windows and a white railing. A palm frond is visible on the left side of the frame.

Jonathan  
Alexander

# Jonathan Alexander

With an enthusiasm for every challenge he takes on and a remarkably positive attitude, Jonathan Alexander was always a natural at sales, but it wasn't until 2005 that he decided to become a REALTOR®. "Owning a home is the foundation of the American Dream. I thought that if I could sell at the top level and help people at the same time, being a REALTOR® would be a very fulfilling career. I'm passionate about helping others. To me it's not about a quick sale, it's about establishing long-term relationships with all my clients." Jonathan's ability to connect with people and inspire his peers has made him one of the most highly-respected and sought after agents in Palm Beach County.

Having previously worked at another well-known real estate company, Alexander brought his talents to Keller Williams and it was then that his business truly went to the next level. In his first year with KW, Jonathan earned the elite 'Rookie of



the Year' award for his production and contribution to the market center. Jonathan explains, "Although I was in real estate for quite some time, being at KW equipped me with the essentials for structuring and



managing a successful real estate business, not just a career. I've learned to leverage myself and make smart additions to my team in order to provide exceptional customer service to my clients.

The key to Alexander's success is his drive for absolute perfection and passion for self development. Those who work with Jonathan take notice of his impeccable attention to detail, his seemingly endless supply of

“The market knowledge and advanced negotiation tactics are basic skills I’ve learned and developed over time. What I’ve learned to be the most important is playing a critical role in a client’s life from the beginning of a transaction until the very end, many times even way beyond the sale. Being in a service-based industry, it is my duty as a REALTOR® to communicate every step of the process, be reliable and more importantly facilitate and negotiate a successful transaction.”

energy, and his unparalleled knowledge of the local real estate market. “The market knowledge and advanced negotiation tactics are basic skills I’ve learned and developed over time,” according to Jonathan. “What I’ve learned to be the most important is playing a critical role in a client’s life from the beginning of a transaction until the very end, many times even way beyond the sale. Being in a service-based industry, it is my duty as a REALTOR® to communicate every step of the process, be reliable and more importantly facilitate and negotiate a successful transaction. I spend an exceptional amount of time creating, fine-tuning and maintaining systems that I’ve developed for my clients to make sure they have a memorable experience.” His ability to exceed client expectations has led to a near

80% referral-based business.

Consistently one of his market center’s top producing agents as well as one of South Palm Beach’s top producing agents, Alexander has received many awards and recognition from his peers and was recently selected to serve on the Agent Leadership Council. Yet that’s not his greatest accomplishment, in his eyes. “My greatest achievement is providing for my loving family and knowing that they don’t have anything to worry about. I wouldn’t be where I am if it wasn’t for my mother who has been instrumental in my success. She taught me that I could achieve anything that I put my mind to and work hard at.” Alexander is incredibly dedicated to giving back to the community that has enabled him to do the job he loves. He has



volunteered for Habitat for Humanity, Kids in Distress and several other organizations. Currently Jonathan donates his time and money to Big Brothers Big Sisters of America and the Best Friends Animal Society.

Alexander's focus moving forward is continuing to grow his team, the J Alexander Real Estate Group, as they aggressively push towards the lofty goal of reaching 20 million in sales for 2015. "My fiancé, Lily, joined my team not too long ago and in just a short time has provided to be invaluable. She has helped strengthen our online presence by putting together an exceptional marketing campaign across all platforms. This

type of leverage has permitted me to focus on selling 100% of our listings as well as adding key people to the team, so that no matter how much we grow, customer service is never compromised. Our 5 year projection is to move up from 20 million to 100 million," says Alexander. "We are also looking to aggressively expand into other markets and cities across Florida and the US."

In addition to his busy career and community involvement, Alexander would like to take his passion for self-development and translate that into teaching and coaching other agents on how to build their own successful business using the models



he learned. “I really enjoy coaching and helping my fellow agents succeed. There’s enough business for all of us and I believe that getting everyone at top level makes the

industry stronger as a whole. The fact that I’m now in a position to help others, whether they be clients, my community or my peers, has truly been a blessing.”

Jonathan Alexander  
Keller Williams Realty | Boca Raton, FL  
Jonathan@jalexandergroup.com  
561-962-2865  
www.jalexandergroup.com