Family was the reason Jorge L. Quijada of West USA Realty got into real estate in the first place. It is an inherited business from his mother, who started working in the industry in the early 90s. When she retired a few years ago, Jorge took over, and hasn’t looked back since. He serves the entire Phoenix metropolitan area, but focuses on the Ahwatukee Foothills and the East Valley. Jorge serves all types of clients, whether they’re doing a short sale or are buying a house for the first time.

He has found that his use of technology sets him apart in the field, and his clients appreciate that he utilizes all of the latest tools. He strives to make everything seamless and paperless, scanning/emailing documents to his clients, and encouraging the use of electronic signatures. He teaches them to use all of the tools they have available to them on the Internet, helping them gain confidence and get more involved in the buying process. Jorge also focuses on providing high definition video of his listings with his Go Pro. “I focus on marketing the house so that people will feel like they have been inside the home, even though they have only viewed it online. I want them to be able to see the details without being in the home,” he says.

His clients feel that he never gets discouraged, even when there are many obstacles. Most of them are self-employed, which can mean many more financial complications. But he always aims to represent these clients, as he knows they are rewarding in the end. “It’s really easy for an agent to get discouraged and put more focus on easier clients. But one thing I pride myself in is being there for these challenging clients. Word gets around; all it takes is one person going online and saying how good of a job you did and you’ll get more referrals,” he says. For Jorge, it is important to treat everyone equally and go the extra mile for each person.

Integrity is his main focus, and he is determined to provide his clients with honest advice. He does what is best and never leads anyone in the wrong direction. “I always know that I am doing my part. I go over the options for each client and give them the best advice. If they decide not to take it, then at least I know I was honest and treated them fairly,” he says.

Real estate keeps Jorge endlessly busy, and he wouldn’t have it any other way. But he also makes time to focus on other passions. He is part owner of a nonprofit that raises money for Ryan’s House in Phoenix. Ryan’s House is a private hospice for children, providing patients and their families with a welcoming home environment. “Parents can come and stay with them, they have a pool, kitchen, and living area. It makes it a lot easier for the children and families,” he says. Jorge also focuses on his family, including his 2-year-old daughter, 9-year-old son, and girlfriend.

Grateful to be involved in this business and to have achieved great success, Jorge is looking forward to continuous growth. Above all else, he loves helping others achieve their real estate dreams and enjoys the satisfaction of knowing he gave his clients superior service. “That feeling of giving them the keys or closing a deal, that’s the most rewarding and genuine feeling.”