

TOP AGENT MAGAZINE



JEF FARLEY

Jef Farley is a real estate legacy. “My dad was an excellent broker and President of the Oregon Association of REALTORS® in 1974. “When I was a kid, I’d see these hot shot real estate brokers show up in their new Mercedes and private planes and think, ‘Wow, that’s what I want to do!’ Little did I know the amount of work it takes to get to that level of the game!”

Jef began his career in Portland in 1991. By 1994, Jef had moved back to his hometown of Pendleton, which he describes as a “small town with a Mayberry feel.” Within three days, he had sold his first property and never looked back.

“There are advantages to a small pond and some subtle differences in conducting business. Everyone knows everybody. In Pendleton, if you want to get out of a store quickly, you pretty much have to wear dark sunglasses and pull a hat over your eyes,” he jokes. This business is all about contacts so this environment is helpful. Everyone loves to talk about real estate,” Jef says.

Though real estate has changed since the days when Jef’s father was writing offers, the agent says, “A whole lot of business is the same. It boils down to human interaction and the psychology of helping people.

These days, Jef not only lists and sells but also heads up the office he co-owns, continuing to grow the long-successful Whitney & Associates office, which has the largest market share in the area. Each agent has his or her own sphere of influence and operates in different circles. The broker’s business is varied, including residential, commercial, and industrial property, as well as new construction.

Jef advises his agents to practice being efficient with time and energy. He adds, “All the important knowledge you get won’t get you anywhere unless you go outside your comfort zone. You can’t get complacent. Keep learning, keep growing and you’ll always do better. Next week, I’m taking half my agents to Ninja training with an instructor from

Colorado. This level of training is something the vast majority in a small market aren’t going to get.”

Where does Jef see his business in five years? “I see my company in partnership with my community. We are all trying to make things happen, while gaining some growth and economic advantage in this world. My goal is to see my market and community doing better and my company as a partner in achieving that goal.”

Jef has been active in the local real estate community, serving as President of the Umatilla County Board of REALTORS® in 1996, 2002, and 2006. He has also served, statewide, as the State Director of the Umatilla County Board of REALTORS®, member of the Board of the Oregon REALTORS® Political Action Committee, and Multiple Listing Service Chair. He currently sits on the State Real Estate Board. “Everybody in this industry should help give back to the industry, whether serving on boards or raising money for charity. The important secret in life is to give back,” he says.

Things have come full circle for Jef and his father. “When I began as a board member of the State Real Estate Board I was told my father held the same position in the 1970’s,” he notes.



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