

TOP AGENT MAGAZINE



Ronda Joseph

Prior to her start in real estate, Ronda Joseph was in the business of selling balloons. She owned a small shop and very much enjoyed her work. She was quite good at it, too. So good, that one day she asked herself, “If I can sell balloons this well, what else can I sell and be good at?” At the recommendation of some friends, Ronda decided to pursue her real estate license and immediately fell in love with the business. Shortly after Ronda started her career in a small office, she was recruited by Hasson Company, REALTORS® in Portland, OR. “Hasson prides itself on experience. I was really drawn to their incredibly high standard of ethics and found it to be a good fit,” Ronda explains.

That was 19 years ago and, today, Ronda is a Principal Broker at her company. She still loves what she does and it shows. She’s been the recipient of the Top Producer award on 6 different occasions, which is hard to achieve because of the top tier level of agents there. “Hasson isn’t a company that rewards just volume—they focus on the way they run their business and the way we do our work. It’s not just about numbers. That’s what I love about my company,” Ronda said.

And what does Ronda love most about her job? “Portland offers a very desirable lifestyle and owning a home here gives my clients an opportunity to build their life around such a valuable asset. I love being involved in helping my clients make the best investment they’ll ever make,” exclaims Ronda. She firmly believes in a lot of communication with her clients to ensure they make the best decisions regarding that investment. “I like a lot of face-to-face interaction with my clients. I would much rather meet up with them rather than just exchange emails.”

All that personal attention really pays off. Ronda chuckles when past clients tell her she made them feel as if they were her only client during their transaction. “That makes me laugh but I love to hear

that!” It might be funny, but it really is what sets her apart. Ronda says, “I’m not a thick-skinned agent. What my clients experience and go through matters to me. I’m sensitive to their needs because I know how stressful this process can be.” She strives to arm her clients with as much knowledge and information as possible, rather than just pushing them to buy something they’re not prepared for. It’s a winning strategy that’s resulted in the fewest failed sales of most agents she’s ever spoken to, which is no small feat and something Ronda is very proud of.

Aside from committing to the needs of her clients, Ronda commits to giving back by volunteering with Meals on Wheels. She’s had the same route for 16 years and it will continue to be a priority for her. As part of the Hasson team, she participates with other agents in Relay for Life and supporting Dress for Success. She enjoys lots of family time with her husband, Mark and their two children, Ruby and Ryder. Travelling, hiking and crafting are some of her favorite things to do to relax.

These days Ronda has come a long way from selling balloons, but as for how far she can grow her real estate business...well, she’s set her sight on the sky.



For more information on Ronda Joseph of Hasson Company REALTORS®, please visit www.rondajoseph.hasson.com call 503.515.2793 or email josephr@hasson.com