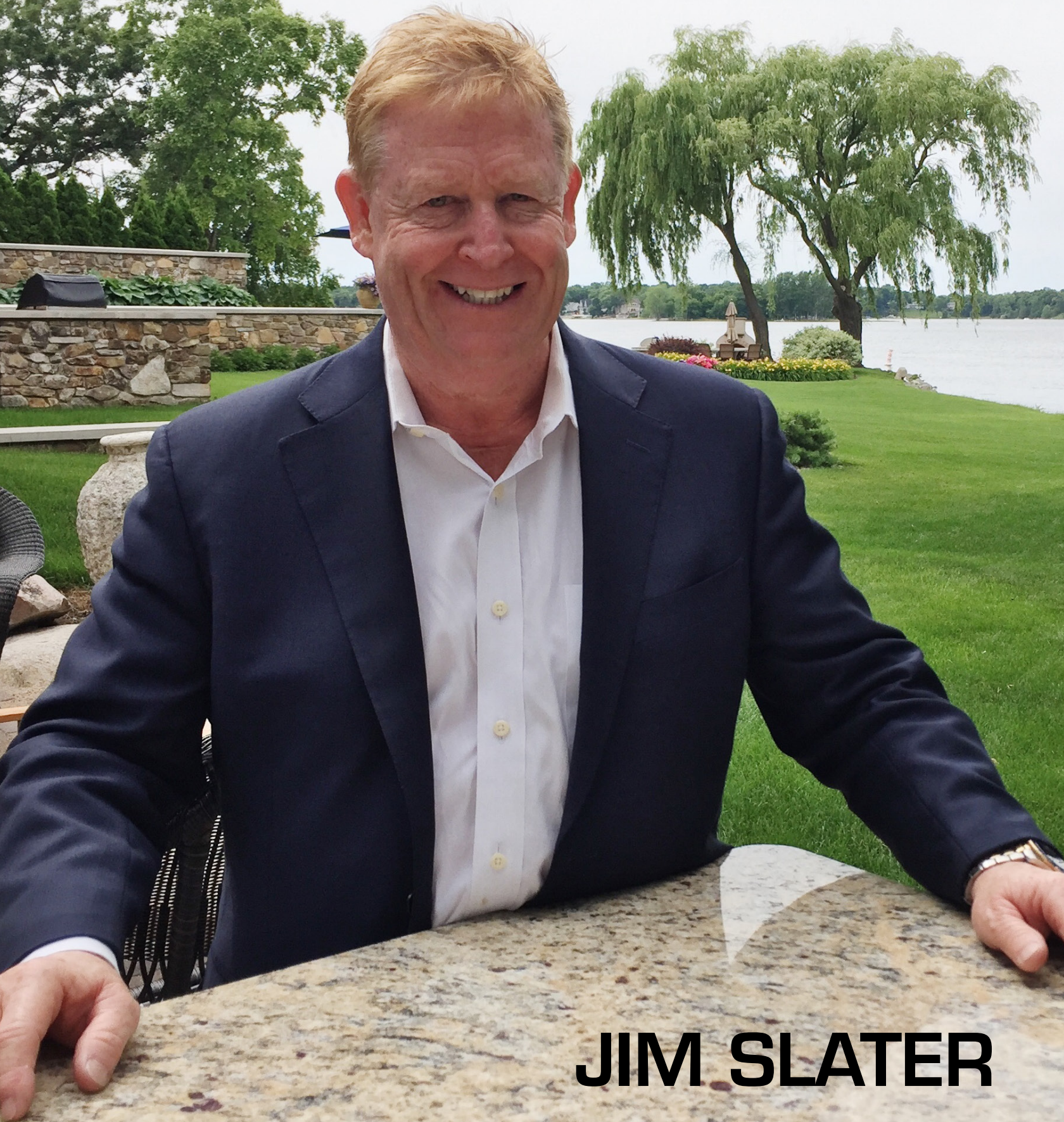


TOP AGENT

MAGAZINE



JIM SLATER



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Jim Slater of Coldwell Banker Burnet started his career in real estate when he was only 22 years old. But by that time he'd already done a lot of living. His father died when he was only 16 years old, and in his late teens he went to work with local rock and roll bands as a roadie. In his early 20s, a family friend and mentor suggested Jim would be an incredible realtor. Jim took his advice and got his license. At first, he didn't like the direction he was heading in and quit after only a year, returning to his life as a professional roadie, working with the likes of REO Speedwagon, Cheap Trick, Guns N' Roses, and many

other bands. In 1992, he retired from touring and spent his last year as one of the lighting guys for Phil Collins and Genesis on their last world tour. One of his favorite memories was taking Joe Perry and Steven Tyler, from Aerosmith, water skiing on Prior Lake. What a hoot! He then returned to real estate, investing in lakeside properties in Prior Lake, and studying the positive health effects of living on the water. "I soon became the lakeshore specialist. People started calling me The Lakeshore Guy," Jim says with a smile. He quickly grew an enthusiastic following of high net worth clients.



He now leads a team he calls his brain power that consists of a Director of Marketing, a Strategic Innovator, an Optimization Specialist, a Director of Business Development, and a Director of Business Operations. He serves all of the Minneapolis Metro area. A huge percentage of his business comes from repeat and referral customers. “I don’t just have satisfied clients—I have raving fans!” he says. He’s a veteran of the industry and he’s now helping the children and grandchildren of his original clients, making his well-known slogan “Sooner or Later, You’ll Call Jim Slater!” ring true.

What sets Jim apart from his peers in the industry? His clients are his number one priority. They matter to Jim and he treats his clients how he would want to be treated—he becomes the client. “I work 24/7, not because I am a workaholic, but because it is my life’s passion!” Jim’s characteristic energy shines through in every aspect of his approach to his business. His enthusiasm makes it easy for him to stay in touch with past clients. He calls them to say hello and genuinely cares about what is happening in their lives. He sends thinking of you cards and gift cards for special occasions to let them



know how important they are to him. “They start out as clients, but they leave great friends.” He also hosts an annual client appreciation brunch on the lake attended by hundreds of people.

For Jim it is all about marketing, strategy and innovation. He harnesses raw data to figure out who the most likely buyers will be for each property, and then hones in on those key markets, conducting thorough marketing campaigns via all social media platforms. What does Jim like best about his work? “The smiles on my clients faces. I love making them happy! My clients may be doctors, attorneys or top executives, but

they don’t know the intricate parts of the moving machine of real estate. Seeing their smiles at the closing table is off the charts incredible!” he says.

Jim feels strongly in giving back. He has a *Keep Smilin’* philosophy and he is proud of his partnership with Smile Network International, a Minnesota-based non-profit that provides life changing surgeries to children across the world born with cleft lips and palates. With every home he sells he donates \$500 to Smile Network International in both the buyers’ and sellers’ names to cover the cost of a surgery. Since 2012, he’s



donated nearly 500 surgeries! Jim trekked the 26 mile, four-day Inca Trail to Machu Pichu in Peru and hiked to 14,000 feet with Smile Network International as well as participated in a medical mission in Lima, witnessing first hand how his fundraising has helped change the lives of children around the world. He hosts fund-

raising events for Smile Network as well. “I don’t wake up thinking, ‘How many sales can we make?’” he says. “Instead it’s, ‘How many smiles can we give today?’” When you partner with Jim, another home sold means another child smiles. He’s very involved in the community, supporting many fundraising events. As a survi-



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vor of throat cancer, he's particularly interested in supporting cancer research. As of June 9th, 2018 Jim is celebrating 30 years cancer free. In his free time, he enjoys team building activities, attends sporting events with clients, and he loves to water ski. But his real passion is his work. "I love what I do! It's not a job for me. God blesses you with

a gift, and you've got to take that gift and give it away. And I do!" he says. For the future, he wants to continue to mentor young professionals, and keep his focus on constant strategic innovation. Jim wants to continue to do more, be more and give more. With his incredible energy and experience, he's sure to accomplish those worthy goals!



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