

TOP AGENT MAGAZINE



JUSTIN COOK

Although he is now one of Arizona's most successful REALTORS®, initially Justin Cook thought he would be on the legal side of the business, and had plans to become a real estate attorney. While attending ASU, where he majored in real estate, he got his license in order to have a well-rounded background before entering the field. However Real Estate sales started going so well, he altered his course and immediately began making his mark as a REALTOR®. In fact early in his career he was featured nationally in REALTOR® Magazine as one of thirty REALTORS® in the entire nation under the age of thirty who were rising stars in the industry.

For over 16 years, Justin has been one of the most respected agents in the Southeast Valley area of Phoenix. With RE/MAX for almost his entire career, he's a member of the RE/MAX Hall of Fame and a recipient of the RE/MAX Lifetime Achievement Award. He ranks in the top 1% of his entire industry.

Key to Justin's success has been his absolute devotion to providing unsurpassed client service. "I have a licensed assistant to help out, but I personally think if someone calls and wants to work with me, they should get me. All client contact, all of the decisions and strategies that need to be made, that's 100% me. I'm comfortable doing everything, from a tough million-dollar estate listing to working with first time homebuyers. You can refer anyone to me and know they'll get equal care."

An Associate Broker with a degree in Real Estate from ASU's College of Business, Justin is well known for his in-depth knowledge, his strong work ethic and his honesty. "My confidence really comes from my education and experience. I'm also a very dependable person in my professional life and in my personal life. Clients quickly realize they can count on me, I don't try and sugar coat

anything. I always tell them upfront how I feel and I don't over promise. Some people in the industry like to tell people what they want to hear, but I don't do that and my clients have come to appreciate it."

But Justin's service doesn't end after the active transaction is over. He has a client appreciation program that includes regularly sending out newsletters that include valuable info and market updates. He also holds events, such as renting out a movie theater for clients and their families, and carnival themed BBQs, which have been invaluable ways to maintain relationships in a fun, social atmosphere.

When he isn't working, Justin enjoys spending time with his wife and four kids. He is also very active with the Boy Scouts of America, and he and his wife are supporters of a non-profit organization "Sharing Down Syndrome of Arizona." Justin is an avid sports fan of all local teams, but especially the Phoenix Suns, Arizona Cardinals and the ASU Sun Devils.

Justin is beyond grateful to his loyal clients and proud of all he's accomplished in his career. Future plans include implementing more innovative technologies in order to increase client satisfaction and expand his business. "Right now I'm really focused on video marketing and really amping that up. I've already been doing professional videos of my listings, but now I want to create informative videos to share with my clients and market my business. I am currently redoing my website, making it more modern and high tech. I'm always looking for ways to expand my business, while still providing a one-on-one experience. That's important to me, because I never want to increase my business at the expense of providing that personal service to each client."

To learn more about Justin Cook
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