

Jojo Romeo Brings Positive Energy to Real Estate

BY RITA GOLDBERG



I got the chance to catch up with JoJo Romeo, Sotheby's preeminent realtor and reality TV personality. She is an impressive woman... Stylish and stunning on the outside while humble on the inside. Her life story reads as a redemptive narrative – a story of heartache, healing, and triumph. The high frequency energy that she emits attracts people because people tend to gravitate to energy – towards happy, fun, upbeat people. To that end, the energy or “vibe” that someone emits is real and impacts us, one way or another. The old adage, the tension/excitement/atmosphere was so thick you could cut it with a knife, rings true. Energy is real and something that is felt. We have all felt it.

JoJo is a student of this and applies her knowledge of this science to helping her clients heal themselves and the energy in their homes. According to JoJo, when it comes to a home's energy, you may not be able to see it, touch it or smell it, but you sure can feel it. And if that energy does not “feel” good, prospective buyers will know and it will undermine the sale of the home. If a home has a negative energy within, JoJo knows how to heal it. Her methods include a variety of modalities, and they work.

“Most sophisticated realtors will stage your home to maximize the sale value,” says JoJo. “Decluttering, minimizing, and replacing outdated, shabby furnishings with fresh stylish decor is real estate 101. Other touches such as showcasing natural light and infusing a clean scent to permeate the home are also common tactics to enhancing a home's value,” she adds. While JoJo applies all those tried and true methods when readying a home for sale, she takes her home preparation one step further. JoJo is a firm believer that the feelings and experiences of a home's inhabitants are prevalent throughout the space and the energy of those feelings can be an even greater factor contributing to a home's desirability.

“I work with the best home healers in the industry. I am aligned with a top feng shui master whose perceptive ability to address a home's needs makes all the difference. I also employ the use of crystal cleansing to clear a home of negative energy. But most importantly, I work with the homeowner to get at the root of the source. When a homeowner is stressed, depressed or going through a difficult life event, we need to talk about the issues and resolve them,” she explains. “Sometimes, I will advise homeowners carrying trauma to move out during the sale period so the negative energy can leave with them.”



Clients who work with JoJo appreciate her ability to get results with her authentic approach. “I love working with both sellers and buyers who understand the role of positive energy in a home's value,” says JoJo. “I also like working with real estate professionals who share my philosophy and am constantly on the lookout to grow my team by aligning with like minded agents.”

JoJo's keen ability to evaluate a home's aura and remediate any issues is borne of her own personal growth trajectory. JoJo admits that she wasn't always so comfortable in her own skin. Her journey to authenticity took her through an intensive immersion of emotional introspection where she faced and learned to overcome all the raw feelings that held her back. The eye-opening shift in her spiritual energy that resulted has propelled her to her current state of professional clarity and an undistracted focus that is the hallmark of her success. But real estate is not the only platform where JoJo shines.

JoJo is the kind of person who enjoys sharing her state of clarity with friends and colleagues. She facilitates a Women's Empowerment Group that brings professionals together for sessions such as sound healing and nutritional guidance, designed to foster personal betterment.

In spite of her professional success (she boasts well over \$600 million of real estate transactions), her biggest commitment has always been to her family. Motherhood is her first and foremost love. “My children are my greatest accomplishment. The way they love each other and relish family time together is my greatest joy,” says JoJo. “I have the ultimate reason to start each day with genuine gratitude.”



If JoJo's approach to real estate and life resonates with you, and you are interested in working with JoJo, either on her team, to sell your house, or find the home of your dreams, she wants to hear from you! “I am always on the lookout for like minded people to work with.”

JoJo Romeo

JoJoRomeo11@gmail.com

949.350.9363