

TOP AGENT

MAGAZINE

BO PALAZOLA



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Bo Palazola has quickly become synonymous with Colorado's luxury real estate market. Growing up in Florida, Bo fell in love with the frosty peaks of Breckenridge, where he not only conquered the market but did so without the guiding hand of mentors or the backing of an established team. His self-made journey saw him living out of his car

in the early days to selling \$20 million in his first year. With a record-breaking \$220 million in total sales, Bo has truly made his mark and is showing no signs of slowing down. His success stands as a testament to his philosophy of fearless engagement with clients and an unbreakable consistency. As the founder of Nest Seekers Colorado and its Managing

Director, he's not resting on his laurels, already eyeing expansion into Aspen and Vail, all while nurturing an ambition to dominate the luxury market across the state and beyond.

His distinction in the real estate sector is not just in the monumental sales he's achieved but in the robust referral

network he's cultivated, as he always puts client satisfaction first. "Sellers are calling me to list their property because of my marketing," he says. Bo is adept at not just selling homes but in building a brand so resonant that clients come seeking him out. His strategy involves an unparalleled dedication to presentation. "We roll out the red carpet on every

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single property," he explains. This proactive positioning means that by the time potential clients consider entering his market, Bo's name and face are already a familiar beacon of trust and excellence in a competitive landscape.

Understanding the power of digital marketing, Bo feels his approach isn't complete without a strong social media

presence. "I've sold a \$17 million house off a 32-second video on Instagram," he shares. Proving that the Internet has global power, he's found buyers for his properties in other countries, including one from South Korea. Yet, Bo's strategy isn't solely online. He acknowledges the enduring value of print, especially among the Baby Boomer generation, explaining, "Baby Boomers still love print, and I still

love print.” This blend of old and new school marketing, what he describes as a “hybrid model,” ensures that his listings catch eyes across generations and geographies.

Bo’s involvement with his community goes beyond real estate, as he and his partner, Tom Day, immerse themselves in the vibrant social fabric of Breckenridge. “We sponsor every big event in town,” Bo says. Their key support roles include participating in local happenings like the Breckenridge Film Festival.

Their brokerage is on Main Street, and they make it a hub of activity, hosting events that contribute to the town’s reputation as a top ski destination and cultural hotspot.

Looking toward the next few years, expansion is the name of the game. With ambitions to elevate his brand’s presence in key luxury ski resort markets across the Western United States, Bo is strategically steering the ship towards new horizons in Vail, Aspen, and beyond. His personal stake in each new market





fortifies his role as a founder, bringing Nest Seekers' powerful, tech-savvy luxury brand to untapped territories. "It's an amazing opportunity to grow the brands right now," he says, emphasizing the comprehensive luxury experience they offer,

from yachts to private jets and art. Wherever his journey takes him, Bo leans into the world of real estate with a fervor to not only excel in his own career but to inspire and aid fellow agents in realizing their potential within this high-stakes industry.



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