

TOP AGENT MAGAZINE

Area Specialist



GERRI PEREZ

Gerri has lived in New Jersey for most of her life and was instilled, by her parents, with an incredible work ethic, which has made her extremely driven and unafraid to seize opportunities. After experiencing the buy/sell process with her own homes and real estate investments, she recognized how complex and stressful it can be. She decided to pursue a career as an agent to help others navigate this complicated terrain.

Gerri started her career at Weichert Realtors® in 2000, then moved to Keller Williams Towne Square in 2018 and decided to continue at Coldwell Banker Realty in Basking Ridge, NJ in 2022. Since the first year, she strived to learn about every facet of the real estate industry, including new construction development, relocation, land sales, residential sales, and rentals. Even today, she aims to gain as much knowledge as possible, as information allows her to eliminate stress for her buyers, sellers, and investors. Making the journey as smooth as possible is her number one priority, thus her strategic and very personalized approach for each client. Gerri is grateful for each opportunity and feels fulfilled in helping her clients reach and even surpass their goals.

Her passion for this industry pushed her beyond her colleagues immediately. In her first full year, she attained the NJAR Circle of Excellence Award, which represents the top 5% in Realtors® in New Jersey and then the Weichert Ambassadors Club award, which are the top 2% companywide. The accolades continued to grow after that, as her brokers/peers recognized her production and consistently obtained multiple corporate production awards for all 3 companies, including the New Jersey Realtors® Lifetime Distinguished Sale Club. With her extensive knowledge, she also mentors new agents and conducts training classes in every company she's worked for, including being elected into the Keller Williams ALC (Agent Leadership Council) in 2019.

"I'm very straightforward and detailed," she explains. "I

believe communication and knowledge is key." Always outlining the pros and cons of every property, Gerri will provide all data/information so her clients will make educated decisions, while communicating throughout with every question answered. "All of that combined will give us a successful transaction. We have to stay on top of everything because there are so many components that can derail it and make it more stressful than it should be."

Whether working with a buyer or seller, Gerri feels there is no cookie cutter marketing/buying plan, thus the initial consultations may take a few hours. She states, "I focus on each client's needs individually, so we can both understand what is important and an effective, personalized approach will be launched." Gerri's strategies when marketing her listings, include staging each property, using only professional photographers/videographers and utilizing it all with extensive exposure beyond the MLS. "I'm on many platforms, including my interactive website, Instagram, LinkedIn, YouTube and Facebook," she explains. "I was using Facebook to advertise back in 2008!"

Serving primarily Somerset, Hunterdon and Morris counties, Gerri enjoys helping people discover the beauty and benefits of the region. With almost all her business deriving from repeat clients and referrals, she is humbled for the recognition and goes above and beyond to meet their needs.

When Gerri isn't working, she can be found cooking, traveling, or entertaining. She finds cooking therapeutic and finds herself creating gourmet meals on a Monday after a busy work weekend! All of which, her 3 adult children, family and friends enjoy! She also relayed, "At a mindset training class, an adage was relayed that the purpose of business is to fund a perfect life. I believe that. Work is a fulfilling passion, but not a priority over the people I love." That being said, Gerri is working diligently to grow her business, share her knowledge/experience and provide excellent service to her clients. "My plans are to continue expanding my business and mentoring other agents. I would love to utilize all the information and training I received to help make this industry even better."

For more information about Gerri Perez check out her website at GerriPerezHomes.com or call 908-240-1190/email GPHouseHunter4@gmail.com