

TOP AGENT

MAGAZINE



**PAUL
CURATOLO**



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After a long and successful career working in the car business, Paul Curatolo got his real estate license in 2010. But it wasn't until 2016 that he made the leap into real estate full time. In a short period of time, he has already become one of the most in-demand and top producing agents working in the lucrative markets of Ocean and Monmouth Counties in New Jersey.

One of the keys to Paul's remarkable success has been his absolute devotion to providing an exceptional customer experience, something

that has already earned him a remarkably high rate of repeat and referral business. "I try and take an educational approach with my clients. I'm there to advise and guide them through the process, so I make myself available to answer any and all questions. If I don't know something, I find out for them. This is not a process that people do a lot in their lifetimes, I'm the expert advisor in this situation and I take that role seriously. I set proper expectations and keep them well informed throughout. I also go out of my way to do all of the extra things, anything I can do to make their experience as



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stress free as possible. I also have excellent negotiation skills, so I'm able to get them the best deal possible at the end of everything."

Paul not only builds strong relationships during the active transaction, but he also goes to great lengths to maintain those relationships. "Follow up is so important in this business. I'm constantly picking up the phone

and checking in on clients, seeing how things are and if there's anything I can do to help them. I want them to always see me as a resource for them. My goal is to be their Realtor® for life. I think that's why my referral business is so good. I don't disappear after the deal is done."

Another area in which Paul goes above and beyond is with his comprehensive approach





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to marketing his listings. "Because I do a lot of online marketing, making the properties visually appealing is the key first step. I put a lot of money into making my listings stand out. Once I get them show ready, I get them maximum exposure. I've had great success with this approach, and have

results that lead to referrals. People know I'm going to sell their home quickly and for top dollar."

Paul couldn't be more thrilled with how far he's come in such a short amount of time, and would like to eventually grow a team,



mentoring new agents to find the success that he has. “I just want to keep getting bigger and better every year. I really found my passion. I came from a career that I did well in, but it wasn’t fulfilling for me. Now I’m doing something I truly love. I took a risk, and with hard work, I’ve made it happen.

I have my own business, and I’m really in charge of my own destiny now, so the sky’s the limit. I feel very fortunate. I get to help people’s real estate dreams come true, and I’d love nothing more than to inspire other agents to find the joy in this career that I have. It’s very rewarding.”

To learn more about Paul Curatolo
call (732) 300-7034,
email curatolo140@gmail.com,
or visit jerseyshorehomesbypaul.com