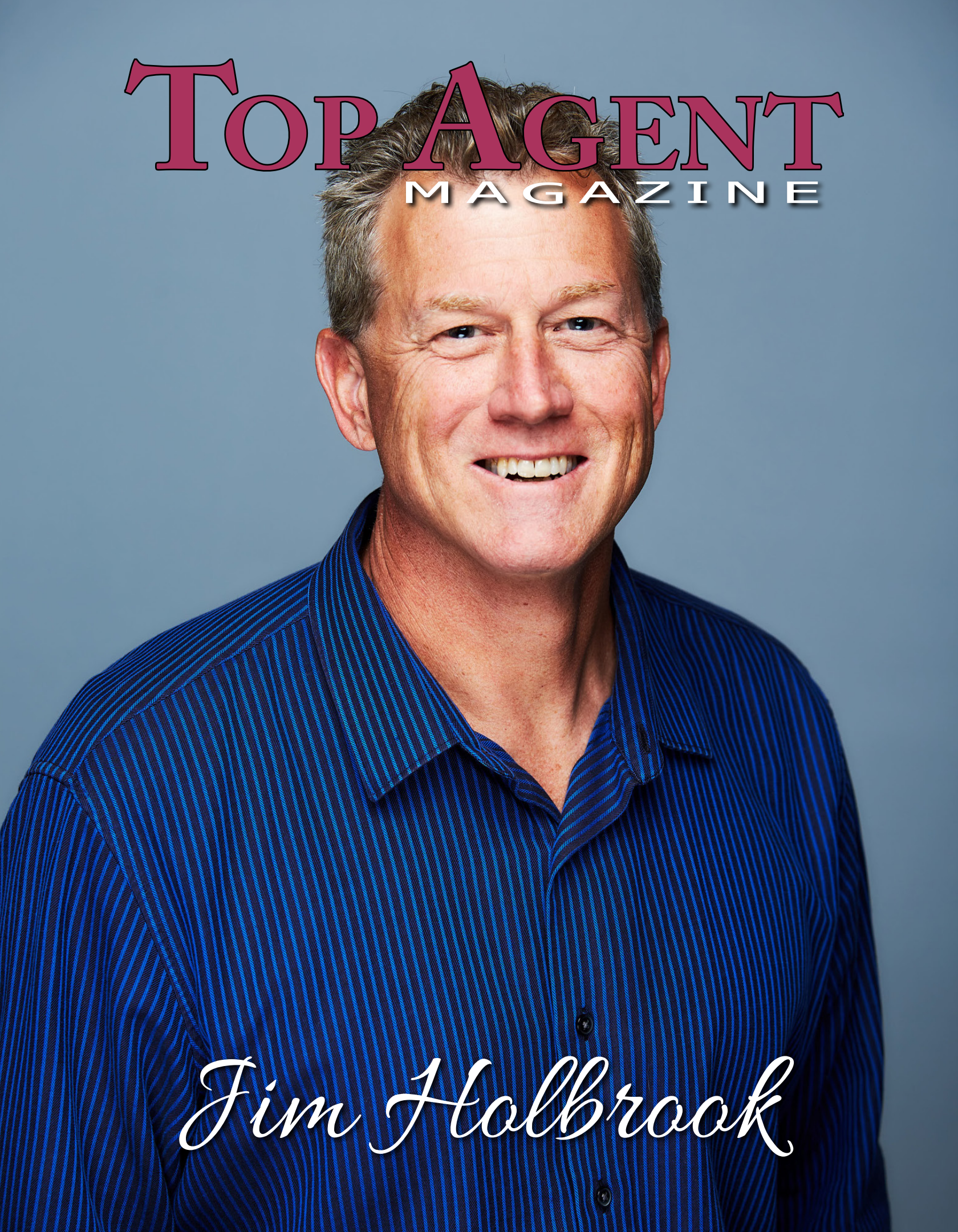


# TOP AGENT

MAGAZINE



*Jim Halbrook*





---

# JIM HOLBROOK

---

*Top Agent Jim Holbrook — Over 24MM Sold in 2018 — Broker of Performance Realty Estates & Homes and team lead of The Jim Holbrook Team — serves the southwestern portion of Riverside/San Diego County in California.*

After working in the corporate world for over 9 years at a Fortune 500 company, Jim was looking to do something in Real Estate after flipping a few homes here and there. Earning his license in 2005, he hit the ground running. Jim stated, “This was the scariest

and craziest thing I had ever done. With no corporate cushion, no bi monthly paycheck and no corporate car it was sink or swim in the Real Estate world.” Jim received his brokers license in 2008 and opened his office, just in time to be part of the crazy real estate





crash. To survive he did a great number of short sales/bank owned sales during that time. Jim says, “God was good to us and allowed us to survive.” Today he is the owner/broker of Performance Realty Estates & Homes and team lead of The Jim Holbrook Team, serving the southwestern portion of Riverside/San Diego County in California. His team consists of Nicole Holbrook, Shane Rone (San Diego specialist), Kay Cadmes, Michael & Kebra Deckert, Michele Wyck-off and his wife Kelli Holbrook, with Miller Financial, Inc as the team’s preferred lender.

In addition, he has a wonderful Transaction Coordinator, Cortney Shurtleff who he has worked with for over 10 years and an Administrator, Shareen Colburn. Both of these wonderful team members assist in the smoothness of each transaction.

“My wife and I both have our loan licenses. This is a huge benefit to our sellers when going through offers,” Jim explains. “Know-





ing the right questions to ask the buyers lender's is what helps set us apart from other agents." This saves his sellers from falling out of escrow. "I'm available to answer questions, even after hours. And we want people to know, there is no such thing as a silly question. We are always here to help."

When it comes to marketing, they have a targeted focus, honing in on the right demographic for each listing. "There is a demographic for every house, so we take that into consideration when marketing to prospective buyers,"

he explains. They also hire professional photographers/videographer, interior designers/stagers, helping each listing to stand out.

After the transaction, clients leave reviews about their experience. One recently said, "We really enjoyed working with Jim on our home purchase! We didn't know him when we started as he was recommended by a friend! We were very pleased with the entire process and felt he really looked out for us in finding the correct house to meet our requirements! The experience was fun as well as





we made several trips and enjoyed viewing homes with him and his wife, Kelli! Felt like we made friends as well as we are new to area!" Another said, "Jim sold my home in one day. If you are considering him to sell your home, consider this. Jim is a Broker and owner. That's a lot at stake; you cannot get

a higher degree of knowledge or experience. Jim meets with you in person and is personable. He wants (and this is important) to help you. This is obvious, but after having 4 other 'agents' (an agent works for the broker) walk through the home and just go 'uh huh..looks good' Jim cared enough to point out the tiny





details. Some would/could be offended, but that is his job. Most did not care enough to say anything knowing it would sell and be asked to be fixed at inspection time. Doing it ahead of time strengthens your selling position and avoids it in the first place. The deciding factor for me is he is a self-made man who is at the top of his field. He just happens to be a humble, personable and a pleasure to work with.”

As Jim’s business continues to grow, he is looking forward to helping more people achieve the dream of homeownership, and eventually become the top listing agent in his region.

“I love what I do. It is rewarding to know that I am helping my clients make a big financial decision and seeing them happy. That gives me a deep satisfaction.”

For more information about Jim Holbrook,  
please call 951-514-0734 or email [jim.prg@gmail.com](mailto:jim.prg@gmail.com)