

# TOP AGENT MAGAZINE

## JOE VARING

Having stepped into the world of real estate at the tender age of 21, Joe Varing has spent the past 18 years honing his craft. He has carved out a niche in the Fraser Valley area from Surrey to Chilliwack. His formidable team of committed professionals is the engine behind his operations. The team's unique blend of roles, from marketing to legal, cultivates a comprehensive approach to their work. With a focus on systems and procedures, Joe's team has a shared dedication to forward-thinking business practices and client relationships. It's clear Joe has turned his early leap of faith into a prosperous career, becoming a well-known agent in British Columbia.



Joe's specialty is development and investment land, and it's a field he's dominated through effective marketing strategies. Joe is able to reach a wide variety of interested parties for these types of properties. "When it comes to marketing listings, we believe in a targeted approach," Joe explains. His team utilizes a two-pronged strategy that focuses on direct marketing. "We hand-select clients, maybe a dozen or two dozen in a certain geographic area, who would be the prime candidates to acquire a certain property," he explains. Instead of casting a wide net, they zero in on a small circle of buyers spread over a large geographical area. Each potential buyer is sent a carefully curated package, followed by a personal phone call to ensure its receipt. Social media and other strategies supplement this personalized outreach, but it is this meticulous, client-focused method that remains the backbone of their marketing efforts. For Joe and his team, the proof is in the results. "Our yearly sales volume averages at least \$100 million, and we often surpass that," he explains.

When asked what keeps clients coming back to them, Joe insists it's their attention to detail. A striking 75% of his business is repeat and referral-based, a testament to the lasting relationships his team cultivates.

Undoubtedly, he has a signature style that has made him a standout in the real estate industry. At the foundation of his work is his willingness to go above and beyond. Joe is not just about going the extra mile—he goes the extra 10. "We offer a wide variety of services," he explains, committed to over-delivering for each client. His emphasis on data mining and education further separates him from the pack, providing clients with the ability to make clear, informed decisions. These aspects of

his work continue to propel his team to the top. "Clients want to know that the person they're working with is walking straight and they can count on us," Joe shares. Year after year, Joe is ranked as the number one choice among 15,000 agents at HomeLife.

As for the future, Joe's plan is clear and steadfast in its simplicity. He intends to continue doing what he does best: providing unparalleled real estate services with integrity and authenticity. "I didn't know what to expect when I got into this business," Joe explains. "Now, I credit everything I am to real estate. I've met the most amazing people, from clients to colleagues, and it's been a thrilling experience."

### VARING COMMUNITY



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