

TOP AGENT MAGAZINE

JONI ZWICK



Top Agent Joni Zwick of CB Beaches runs a thriving book of business throughout Ponte Vedra and the Jacksonville Beaches.

When you sit down to chat with Joni Zwick about her life, it quickly becomes apparent that you're speaking to a woman of versatility. Joni started off her career as an Operating Engineer in West Virginia, and spent 9 years operating dozers, loaders, and backhoes on heavy highway projects. Her employer laid her off when she was 4 months pregnant as they hadn't quite figured out Maternity Leave. Because her husband was a civil engineer they moved a lot! Joni had lots of experience as a buyer and seller before going into Real Estate full time.

Joni consistently closed between \$10 and \$16 million a year in transaction volume up until 2017. In July of 2017 she was diagnosed with Multiple Sclerosis. However, after undergoing a series of experimental, stem-cell therapy treatments, Joni's health staged a comeback, and in 2019 she was able

to close over \$11.2 million in transactions. "I've figured out how to work within my limits and I have Silvia, my assistant, who not only helps me with my customers, but actually researched and found my 1st Stem Cell therapy for me" Joni tells Top Agent.

She hangs her license at the CB Beaches office. Joni runs a thriving book of business throughout Ponte Vedra and the Jacksonville Beaches. Joni credits her husband Ed, of 33 years, for being the rock of support behind her career.

If you asked Joni what had the biggest impact on her continued success, she'll credit her mentor, Mike Ferry. "The Mike Ferry organization has been coaching professional sales people for over 45 years. Sellers want a professional sales person

to get the job done, in the shortest amount of time, and for the most money, and Mike's mentorship has equipped me to do this," Joni explains. "In addition, I always tell my clients the truth. I treat everybody's money like it's my own, so that means I have to tell them whether or not I think they are making the right choice." Clearly this approach resonates with people, as over 80% of Joni's business comes from repeat clients and their referrals.

When it comes to listing a property, Joni has a proactive approach to getting homes sold. She uses professional photography to create an online campaign. "Those web hits are my 1st showings, so detail is important." Educating her clients about the home selling process is important to Joni, so she makes sure to provide all of her clients with a pre-listing package that explains everything from the top down.

Joni's contact with her clients doesn't end with the close of the transaction. Every month she distributes a professional video to all of her clients & sphere, providing in-depth updates about the market. Also, she makes sure to call all of her database, at least every 6 months, to stay in touch. When she isn't working, Joni loves to spend her time at the beach. She's an avid fossilized shark tooth hunter. She loves gardening, or anything to do with dirt, and giving back to her community. She is an active member of the Ponte Vedra Beach Rotary Club, Our Lady Star Catholic Church, and the Multiple Sclerosis Foundation.

With an eye to the future, Joni is excited to carry on working so that she can continue to have a positive impact on her community. "I love my job and what I do. If I wasn't there, folks might get mediocre service, so I have a responsibility to show up, especially for my past clients. I want to keep doing what I do as long as my services are needed!"



For more about Joni Zwick,
please visit ZwickTeam.com, call 904-910-7607
or email jonizwickpvb@gmail.com