

TOP AGENT MAGAZINE



GERALD P. LIGHT

Gerry Light, an award-winning real estate agent, is one of those people you just naturally gravitate toward. He's not pushy, like some. He'll point out the pros and cons of a house fairly and truthfully. And he's tech-savvy, which comes in handy when he's explaining the advantages of searching for homes

on some websites rather than others.

Gerry has family members who are REALTORS®, so real estate was always discussed at family gatherings. He took a real estate class in college as part of his business major and found it interesting, but went into banking and technology. He was in that field for quite a few years when, in the 1990s, the tech industry started outsourcing positions. "I thought it might be a good time for a career change," he says, "so I gave real estate a try."

He started part time in 2003, when the market was still good, and went full time in 2005. Of course, shortly after that the market dropped. "It was a big learning experience," he says. "I had to work hard, but it paid off."

The advantages of being in real estate are evident to him every day. "It's like having my own business," he says, "but without the startup costs." The flexibility is a pleasure too. Perhaps best of all, he enjoys helping people buy their new home.

When Gerry started out, his business was about 70 percent buyers and 30 percent sellers. As he went on, he found the ratio changed, depending on the economy. "Last year was very good in my area for sales," he says, "so I had more listings." Either way is fine, because he's at the point where his business now comprises referrals from past clients and other agents, word of mouth, and repeat clients.

"Prospecting for new clients is still necessary in order to grow your business," he says. "It's always rewarding to meet that first-time home buyer and help them through the process." Gerry does online marketing through his company's website and his own.

And he has a few more aces up his sleeve. Several years ago he got his broker's license, which opens up other

aspects of the industry to him. He's also the go-to person in his office for technology and he's in charge of training new agents. It's all so appealing that he's getting his instructor's license soon and is looking forward to teaching pre-licensing classes and various continuing education courses with the local Board of Realtors.

Gerry's spirit of helping others translates to his community. During the holidays his office collects toys, which are then donated to various groups each year. The office also collects food for shelters and food kitchens throughout the year. And Gerry currently gives a portion of each check he earns to the Valerie Fund, which supports children with cancer and blood disorders.

Business, teaching, philanthropy—they're all part of who he is. He also likes photography, golf and traveling. He's doing more local traveling these days. "There's so much here," he says. "New Jersey has parks and lakes and mountainous areas for hiking and biking, and we have nice beaches."

Being outdoors is the perfect way for Gerry to refresh his energy and focus on his goals, which include increasing his business, getting his instructor's certificate and helping people find places to live.



For more information about Gerald P. Light (Gerry) of Weichert Realtors, Basking Ridge, New Jersey, please visit GeraldLight.com, call 908.656.1782 or email gerry@geraldlight.com