

“When you jump into a new profession, you do it full time. I had tons of energy and I was working with multiple buyers every weekend. And even though it was only about five years ago, when you wanted to show listings to your clients, we’d print them out and hand them over to their house or to their office.

Today, we’re really lucky.” Jason’s schedule was extremely hectic, but he likes it that way. His only complaint at that time (and I use that word loosely) was the amount of toner he ran through.

Conversations with Jason can be light or serious, usually going back and forth. He possesses a quirky sense of humor. Talking about business, it’s definitely serious. “When I started, I didn’t have a big name in back of me. Where I was fortunate was with people who knew me in college and knew about my outside investing. So, in my group, I was the real estate expert.” Obviously, especially starting out on your own, you can’t get referrals. Jason did have one advantage: “I was able to leverage my investment reputation into getting that group as clients.” Reflecting on that for a moment, he continues, “The referrals that have resulted from those first clients are ridiculous.” Translation: ridiculous not as in funny, but rather in the commissions it has generated for him through the years. “Most of my clients are young professionals and that includes a lot of the consultant base.”

How does David compete so successfully against Goliath? The same way the original David competed so successfully. “It comes down to the individual; that’s what matters.” Jason firmly believes you no longer need a “big” name behind you to succeed, especially with the Internet. He doesn’t have to rely on a big name; it is irrelevant. He prefers to show people his previous successes as a way to make them feel comfortable and use his services to help them buy or sell. According to Jason, buying is never an obstacle. It’s the selling that can become the obstacle. Very serious now, he relates the story of a listing agreement he lost earlier this year because the people felt more comfortable going with a national brand. It appears, like with many sellers today, that they felt somehow the resources of a national brand would trump what Jason’s smaller operation could offer from a service standpoint. A national corporation, generally, will emphasize that if the client lists with them, they will be utilizing their resources of 100,000 agents around the country, plus their advertising, marketing, etc. Jason, of course, realizes all this really means nothing if the agent isn’t doing everything in his or her power. According to Quest, they live by one mantra: They just want to provide the best service possible with every showing. And that, says Jason, “makes a difference.” Apparently, it does — those

He had a bigger vision of what was going on and an amazing grasp on investment opportunities, sometimes finding deals that no one else could visualize.

— Scott Sasse, Quest Realty Group

aftermentioned clients returned to list with Jason. The property sold, after being listed with Quest for just 20 days!

When Sam Dotzler asked a mortgage broker friend to recommend a Realtor, he was told, “The only person I would refer you to is Jason Vondrachek.” Sam respected this friend’s advice and called Jason. “In choosing Jason, we couldn’t have made a better decision. We were very, very satisfied. He knows what he’s doing. He got to know us and figured out what we really wanted.” This is one of the key reasons Jason is so successful. He not only has total knowledge of the market he represents, he attempts to have that same kind of knowledge of the clients he represents. “What I really appreciated about Jason,” Sam continued, “was his first step wasn’t to sell something to us; it was to figure out whom we were and what we were looking for; what would work for us.” Patience doesn’t appear to be one of Jason’s best qualities, he’s a mover, but when it comes to working with his clients, it can be right up there. Their approach was, according to Sam, getting to know each neighborhood and what it had to offer, a process that took six months. “Jason has a very good knowledge of the city of Chicago; he knows the social vibes of a neighborhood. He really took the time to get to know us and what we wanted. I was afraid we were being a nuisance.” But Jason was absorbing more about the Dotzlers with each trip. “After I don’t know how long it was, I got an e-mail from him saying, ‘I found your home.’ We went to see it and immediately bought it. It was exactly what we wanted.” Another footnote: As a result, the Dotzlers are going to appear on an HGTV show called *Moving Up* with Doug Wilson. “It’s been a lot of fun.”

Erin and Jason in the kitchen of one of their listings.



He never stops.

— Joe Mirra, Developer