

TOP AGENT

MAGAZINE



OB JUNCAL



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Carlsbad native and lifelong surfer OB Juncal always thought he would work in the surfing industry, but fate had other plans for this Top Agent. “I have family in the surfing industry and was thinking I would end up working in that industry as a sales rep,” he says. “But after college a friend of mine got me a job at Dream Homes magazine, and that’s what started a shift in my thinking.”

After several years on the publishing side of magazines for the real estate industry, the market downturn of 2008 took its toll. That’s when OB decided to “switch sides of the desk” and become a REALTOR®.

It turned out to be a wise move, as OB’s business acumen and problem-solving abilities proved to be perfect skills for a new agent working



in the market conditions at the time. “It was definitely a big change, but I’ve always loved solving problems and liked the idea of being able to do that for one client at a time, instead of being spread thin.”

Now OB owns his own brokerage, Juncal Real Estate, which has grown to be home to more than 20 agents in just two-and-a-half years. “My

business has doubled twice since opening,” he says. “We are definitely on the fast track!” Based in Carlsbad, the team provides residential real estate services throughout the entire North County area.

With more than 90% of real estate clients beginning their home searches online, OB maximizes the potential of digital marketing. “We can



level the playing field by having an aggressive internet presence,” he says. “But that’s just the start. Being genuine, helpful, and doing good business is what keeps you in business.”

OB hopes clients who have worked with him remember him as being a genuinely nice person who always had their best interests at heart.

“There are a lot of things people don’t anticipate themselves when looking at properties,” he explains. “Meanwhile I’m already crunching numbers and starting to point out all the things they’ll need to consider before making — or accepting — an offer.”

Following the Golden Rule comes naturally to OB, and he instills that



same philosophy in his entire team. “We treat our clients the way they should be treated and always put them first,” he says. “As the agent I always have to remember that I’m the professional. Even if certain things would be acceptable for my client, I don’t just do what’s acceptable; I have to figure out what’s best for them. I always want to make things even better than what

they are willing to accept,” he adds. It’s precisely that client-centric approach that has earned OB recognition as a Five-Star Real Estate Professional in San Diego Magazine for the last four years. But as much as he appreciates that honor, there is something he finds even more rewarding. “I really like winning,” he says with a laugh. “I often set new record pricing in neighborhoods.



I always tell sellers I'm not necessarily looking to sell quickly, but I'm going to sell their property for the most money."

OB is a father to young daughters and gives back to the communities that support his business by being involved with organizations that make a difference in children's lives. He works with Passion 4 K.I.D.S., sponsors events at the Boys and Girls

Club, and routinely volunteers for and donates to the Carlsbad, San Marcos, and Oceanside school districts.

Looking ahead, OB hopes to develop his business to be seen as a pillar of the community. "I would like to be one of those businesses that the community loves; always contributing and being thought of as someone who makes our cities better places to be."

To learn more about OB Juncal of Juncal Real Estate, call 760.994.2404, email ob@juncalrealestate.com or visit www.JuncalRealEstate.com