



LEARN MORE ABOUT
JSL LIVING



WELCOME HOME

We can't wait to get to know you better.

At JSL Living, our agents specialize in building lasting relationships with our clients while helping them achieve their real estate goals. Our team's vast knowledge of the Rio Grande Valley ever-growing communities and commitment to client needs have helped us become one of the newest and most trusted names in the RGVs real estate.

JSL Living is a full-service, fully licensed, Real Estate Brokerage focused on our clients and the highest level of customer service. Working with sellers and buyers on existing homes, we are also experts within the RGV for designing and building your dream home with the top builders in the RGV! JSL Living doesn't stop at residential, we provide our expertise & service in many other areas of real estate as well.

AT JSL LIVING, WE TRULY BELIEVE THAT THERE IS NO REAL ESTATE TEAM LIKE US. THE ENERGY. THE PASSION. THE LOVE FOR OUR CLIENTS. WE ARE ALWAYS LOOKING FOR TALENTED PEOPLE TO JOIN OUR TEAM & PROMOTE GROWTH FROM WITHIN.



SECTION ONE

WHO WE ARE

GET AN INSIDE LOOK AT WHAT WE BELIEVE IN.



OUR MISSION

Our mission is to cultivate authentic relationships with our community, clients, and referral partners. We provide the insight, skill and ongoing support you need to make wise decisions regarding real estate.

OUR VISION

JSL Living will become the elite brokerage of the RGV. We put our clients' needs and best interests at the heart of everything we do.

OUR CORE VALUES

- Professionalism
- Relationship Building
- Growth
- Respect
- Trust

MEET THE TEAM



Jessica Saenz-Luna
BROKER/ REALTOR®



Yoli B. Gonzalez
REALTOR®



Nina Farris
REALTOR®



Carol Gonzalez
REALTOR® SFR®



Katia Garza
REALTOR®



Zeke Munoz
REALTOR®



Joey Garcia
REALTOR®

GIVING BACK

To our community

At JSL Living, we believe in helping our community by supporting many local organizations.

Our community is our home and we know it is important to make it a better place. Our team has a special relationship with numerous programs and organizations across the RGV.

We have multiple sponsorships, and love to volunteer our time back to the community.



SECTION TWO

AGENT BENEFITS

WORKING WITH JSL LIVING
COMES WITH MANY PERKS.

WHAT WE WILL PROVIDE FOR YOU

YARD SIGNS

You will receive wood frame for sale signs when you sign up as an agent with us.

BUSINESS CARDS

You will receive 500 custom business cards when you sign up as an agent with us.

MARKETING

You will receive access to our Marketing Team who provides training and coaching to our agents.

LEADS & CRM

You will receive access to our CRM database that allows you to farm leads that generate daily to boost your sales

LOCK BOXES

You will receive blue lock boxes when you sign up as an agent with us.

PROFESSIONAL PHOTOGRAPHY

We will pay for your first set of professional headshots to promote you as a real estate agent on social media and marketing materials.

PARNTERSHIPS

You will access to our community partners from Title, Lenders, Attorneys and many more that help to make us a stronger team

CONNECTIONS

We have developed trusted relationships with Builders, Developers, and other service providers to help our team succeed.

MONTHLY AGENT TRAINING

NEGOTIATION

Whether you are facilitating the purchase or sale of a property, having strong negotiation skills is a must. Seek out training opportunities that introduce you to new negotiation techniques and give you clear examples of effective negotiation that can deepen your level of understanding from all sides.

WRITING STRONG COPY

When selling a property, good photography alone does not make a strong listing. You want to learn how to write copy that sells, using search-driven keywords so your listings can be seen by those who are looking for them.

Additionally, you want to ensure you can write compelling copy that draws potential buyers in. Look for training or continuing education courses that allow you to hone in your writing skills so you can create stellar materials.

WORKING THROUGH OBJECTIONS

Handling objections is a common part of your job description as a real estate professional. However, objections don't always have to lead to an immediate "no." When managed properly, objections can get you closer to making a sale because they can help you learn what your buyer is truly after. While handling objections can be challenging at first, with practice you can effectively resolve many customer objections to make the sale.

PRESENTING

Whether you are delivering a pitch or showing a property, having strong presentation skills is critical for success in the real estate profession. Many training programs offer public speaking and/or presentation resources that can help you feel more confident and in control of pitching a sale or new property.

LOCAL AREA KNOWLEDGE

Knowing your local market is essential. While some distance education programs cannot speak to your geographic location, you can learn best practices that can help you successfully navigate and stay on top of what's happening in the real estate market in your area.

SECTION THREE

AGENT SPLITS

GET CLEAR ON OUR BROKERAGE
SPLITS AND FEES.

COMMISSION SPLITS

There is an 80/20 commission split until you reach your \$14,000 annual cap.

For those of you that aren't familiar with a commission cap, that just means that once you've paid JSL Living \$14K, you keep 100% of your commissions for the remainder of your anniversary year.

Once you've reached your cap, there is just a \$50 transaction fee for the following transactions to cover insurance and office-related fees.



SECTION FOUR

WHO WE WANT

ARE YOU THE RIGHT FIT FOR
OUR BROKERAGE?

ARE YOU A GOOD FIT?

We only hire the right agents for our special culture.

We take a lot of pride in who is a part of our team. We have assembled a group of elite real estate agents that work together, care for one another, and support our team growth!

✓ PROBLEM SOLVER

✓ GOAL-ORIENTED

✓ LOVE RELATIONSHIPS

✓ GRIT & RESILIENT

✓ POSITIVE

✓ LOVE BEING OF SERVICE

✓ POSITIVE

✓ DRIVEN

NOTES:

YOUR NEXT STEPS

Moving forward with the JSL Living has never been so easy!

SCHEDULE YOUR INTERVIEW

We look forward to connecting with you and want to ensure we are the right fit for one another. Please schedule an interview with our HR Team at hr@jssliving.com

FILL OUT STATE FORMS

When you are a new agent or transferring from another brokerage, it is important to fill out all the necessary documents.

TRANSFER MLS

Once we have all your forms filled out, we will submit and get your license transferred on all platforms

SELECT YOUR TRAINING

You will pick what days you will participate in new agent training.

ORDER SIGNS AND BUSINESS CARDS

Once you have approved the design, we will get your first set of signs and cards ordered for you.

ORGANIZE YOUR CRM

We will want you to hit the ground running, so having your contacts organized is a must in our brokerage.

MAKE YOUR ANNOUNCEMENT

Finally, it is time to announce to the world you have joined the best real estate group in our area!

THANK YOU!



WE ARE HAPPY TO ANSWER ANY QUESTIONS YOU MAY HAVE.
FEEL FREE TO REACH OUT ANYTIME.

JESSICA SAENZ-LUNA | BROKER & OWNER
JESSICA@JSLIVING.COM
956-715-7734

OUR OFFICES ARE LOCATED:
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