

TOP AGENT

MAGAZINE



John Canali

You might say that John Canali has a personality that is custom built for being in sales and customer service. After moving to Miami from Brazil as a kid, John got his start in sales at the tender age of 16. In 2001, John began a career in the mortgage business, where he quickly became one of the most respected names in the industry, eventually opening his own company in 2005. When John moved to Texas in 2009, his brother in law, who was in real estate sales, convinced John it would be a perfect fit for him--and he was right.



With a reputation for integrity, hard work, and a determination for offering his clients an unsurpassed level of customer service, John has become one of the top-producing agents in Houston. After joining RE/MAX Prestige three years ago, he has been awarded twice for top commission achievements and his entire team won the top 20 award by the Business Journal and RE/MAX of Texas in 2013, 2014, and 2015.

John's background in mortgages has been a definite advantage for his clients. "I can prequalify a person and I know what direction to point them in to prepare them to purchase a home, which is not something a lot of agents can offer."

Another way John has set himself of apart is with his personable approach to sales. "I really connect to my clients. I like to think that I become a small part of their families when we work together. A home can sell itself, I'm there to represent them and protect them. I'm there to guide them with my expertise and knowledge, so they can make the right decisions for their families. Their confidence in me helps take some of the stress out of transaction."

John uses technology to his advantage in numerous ways, and is always looking for new and better ways to improve his service. "At RE/MAX we spend a lot on premier accounts with all the real estate sites. The we go above and beyond, to make sure our listings are given maximum visibility to get our clients the most money. I also utilize technology to stay in touch with my clients after the active transaction is over. I have programs that help me touch base with newsletters, and

remind me to give them calls. These tools help me maintain all of the relationships I've built over the years."

John enjoys spending his free time with his wife and his two young boys, in addition to participating in extreme sports such as Tae Kwon Do and mountain biking. He is also a member of the PCA (Porsche club of America/Lone Star Region) where he attends Driving Education racing events throughout the year.

With plans to expand his business into property management, John's passion for what he does and for helping people, is

what he credits most for his remarkably rapid success. "There's nothing better than seeing the smiles on my client's faces when they're picking up the keys to their new home and knowing that I helped them achieve that dream, especially when they may have thought it was impossible. I always tell my clients upfront, I'm not here to sell you a house. I'm here to meet you and build a relationship and if a house comes along that is perfect for you, then we'll get it. That's what it's all about."



To learn more about John Canali call (832) 304-3607, email john@johncanali.com or visit www.johncanali.com