

# No. 1 Individual Closed Residential Units (U.S.)

**Glen Calderon**  
Prudential Action Real Estate  
Ozone Park, N.Y.



“Everyone thinks I have some magic formula, that business just flows to me,” says Glen Calderon, sales professional with Prudential Action Real Estate, Ozone Park, N.Y., and Prudential Real Estate’s No. 1 Sales Professional for Closed Residential Units (U.S.).

He says closing 641 units in 2004 was the result of a lot of hard work. “It’s just a function of working harder than everyone else and doing a better job. And when you do both of those more often, you’re bound to be more successful.”

Licensed in 1989, Calderon traded in a position at a Wall Street firm to manage the leasing and rental department of his family’s real estate company. When he started selling real estate in 1992, he called upon landlords and tenants in his sphere of influence for his first sales.

“In my first two years, I did nothing but sell and buy homes to and for the landlords and tenants I had previously rented apartments to. In my first year, I had 22 transactions,” he said.

Calderon has since built a business servicing two distinct niche markets. On the listing side, 60 to 70 percent of his transactions are for banks and third-party companies handling foreclosures and relocation property. His buyers are mainly first- and second-generation American first-time homebuyers.

Calderon said, “I do most of my work in what is considered an emerging market, which is the outer boroughs of New York City including Queens,

Brooklyn and the Bronx. It’s a very dense area where you have literally seven million people living in a couple hundred square miles. There is a very high population of immigrants and first and second generation Americans dominated by first time homebuyers.”

He said that many people underestimate this market. When Calderon started using technology to market his listings in 1999, the biggest feedback he received was that he was in a very uneducated market. But he says based on his interaction with immigrants and first and second generation Americans as a rental agent, he knew that wasn’t the case. “I said, ‘Watch, the kids are going to educate the parents on using the computer and the Internet and email.’ And it worked.”

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Today, he sells the vast majority of his property through email and his website. Each week, he emails his property lists to approximately 13,000 buyers. His website averages 30,000 unique visitors per month and 180,000 – 220,000 page views per month.

“I’m a big believer in houses selling houses,” said Calderon. “One person can only sell one house at one time. The greatest value of the Internet is that it allows you to put many houses

in front of many people at one time. So in return, your results can be exponential.”

Although his marketing strategy has been very successful for him, Calderon is always searching for ways to improve his business. Besides his laptop computer, his iPod is the one thing he can’t live without, because he uses it to listen to business tapes and CDs. He listens to everything from Dale Carnegie to the One-Minute Tip collection, and current business books such as *Built to Last: Successful Habits of Visionary Companies*.

“They give me some ideas about trying to keep myself on track and motivated. My listing side is very competitive for those corporate clients, so I have to try to keep as cutting edge as possible.”

In what little spare time Calderon has, he conducts about 60 outreach seminars per year for not-for-profit housing groups, houses of worship, union and trade organizations, etc., where he can show consumers the benefits of owning versus renting.

He has received two U.S. Congressional awards for promoting homeownership in New York City. Calderon said, “The business has treated me well financially. I feel that the least I can do is to give something back. Everyone deserves a chance at homeownership. My job is to afford them the opportunity.”

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