



John Martin

BROKER, OWNER

804.928.6292

757.870.2893

johnmartin@srmfre.com



**SHAHEEN
RUTH, MARTIN
& FONVILLE**

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REAL ESTATE

Q & A

What is your favorite thing about your town?

I have always been enamored by the early 1900's architecture of the City of Richmond. Living in the Near West End and Museum District, you can imagine how things were during 1920's & 1930's when the building boom was trying to keep up with a quickly growing Richmond population. The homes were built with standards like Oak & Pine hardwood floors, brass lighting fixtures, glass doorknobs, and millwork that isn't done today. The plans were more compartmentalized then because of lifestyle during that time, but the character of the elevations are so unique. From the Fan District to Three Chopt, you can see how Richmond became so popular with its style and layout.

What initially drew you to real estate?

I grew up in a Real Estate family and was around it not knowing that I was absorbing information. After two decades of selling, I have seen the growth from a simple contract to an online platform that has made our business explode with technology. That said, personal interaction is still key to being a Realtor and why the online selling platforms have failed so many times. Buying and selling a house is one of most important things a person can do and usually their biggest asset, so you cannot trust it with just anyone.

How does your background bring a unique perspective to your work?

I have several work and family backgrounds that have changed my worldview of life. At an early age, I was on a sales floor in my family retail business interacting with clients and helping my family make a living. I always worked as a teenager and learned the ropes of construction all the way through to framing homes, installing gutters, custom tile work, and hanging drywall. The background has helped me understand that houses have simple parts that need to be put together in a serious way. My retail sales background has enabled me to make sure customers are comfortable with me and the process.

Why is relationship building so key to your success?

You have to build relationships to make it in this business. If you do a great job and sincerely help your clients along the way, then it pays off. I have always let my work ethic drive my business. Clients know and will always call you back if you treat them right.

How has your previous experience benefited your practice of real estate?

My previous experience with construction and growing up in a family-run business has really helped me. I have always lived by the saying "In Real Estate, you are unemployed every day your wake up."