

REAL PRODUCERS[®]

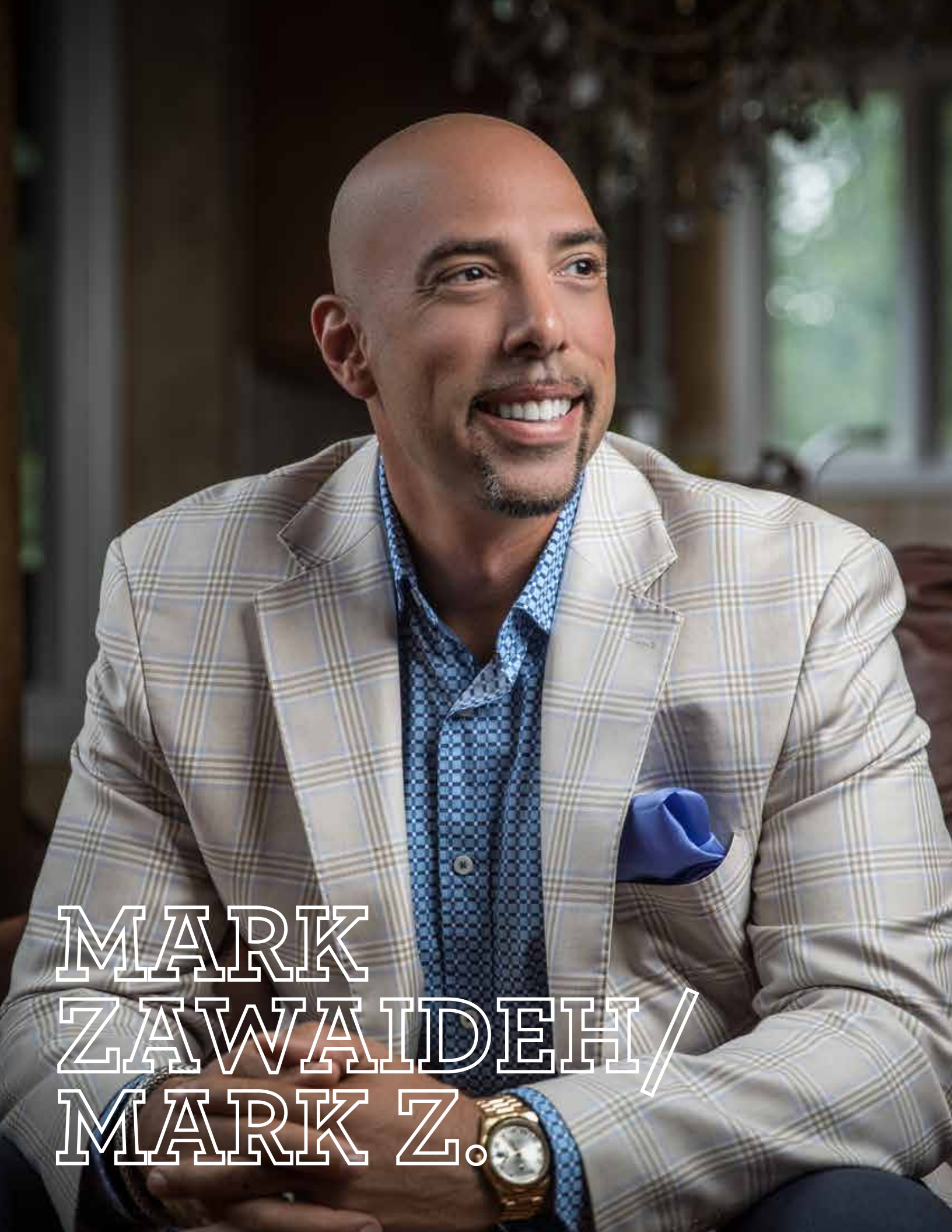
OF OAKLAND COUNTY

INFORMING AND INSPIRING REAL ESTATE AGENTS

TOP PRODUCER

MARK Z





MARK
ZAWAIDEH/
MARK Z.

By Susan Kehoe, Ph.D.

Photo Credit: Eugen Muntean with Square Tangerine Productions

“Success is a peace of mind, resulting from the self-satisfaction that comes from knowing I gave my greatest effort at becoming the best I could be.” – Mark Z.

If you’ve seen any of Mark Z’s television commercials, you have a sense of his dynamic approach — and have seen his darling children. This REALTOR® is CEO of Mark Z. Real Estate Experts in Novi, powered by eXp Realty. Since 2003, he accumulated a career volume of 4,500 homes sold, totaling nearly \$1 billion in real estate sales. “In the last two years, I sold more than 900 homes and brought in \$200 million in real estate sales.”

However, this University of Michigan graduate has a story that begins with working in sales at Advanced Communications, a technology company. When the company took a downturn and laid off the newest hires, he started bartending and waiting tables at Maria’s in West Bloomfield. That’s when the debate about a real estate career began. His Aunt Nidal was in the business and “talked me into getting my license. So I started working in real estate during the day and bartending at night, which resulted in many 80-hour work weeks.” Within two years he was doing so well that he quit bartending for the profession he had grown to love.

“Now I’m 100 percent submersed into real estate,” Mark Z. explains. “I own multiple investment properties including single-family homes and apartment buildings. Everything my family has is a result of real estate. The industry has been good to me, and I’m always trying to give back by training other agents to succeed at the highest levels in the industry.”

Mark Z. received awards from *The Wall Street Journal* and *Real Trends* for being one of the Top 100 Real Estate Teams in the country. Hour Detroit magazine recognized him as one of Michigan’s Top REALTORS®, and he was also one of the Top 20 REALTORS® in the world for Keller Williams Realty Group before leaving them.

Mark Z. is sometimes asked why he left Keller Williams to enter eXp Realty. The simple answer is, “if I were to go out on my own, I couldn’t compete with everything eXp Realty had to offer, and I wanted to give back to my team,” Mark Z. continued. “This platform allows for all my agents to take part in a variety of performance and growth incentives, including equity stock awards for various achievements such as closing their first transaction, the opportunity to earn back their yearly commission cap in stock, and a company revenue-share program that is second to none. The eXp Realty agents have access to some of

the most powerful technologies in real estate at no additional cost. This includes top-tier lead-generation software, transaction management technology, content marketing tools and optional advertising support. At eXp Realty, our family of agents and brokers build their own businesses while having the opportunity to establish a direct ownership interest as a shareholder and partner in our parent company eXp World Holdings.”

New technology has changed the industry significantly since Mark Z. started his career. “I never used to pay for leads,” he says. “My website would bring 100,000 visitors a month, and I would get organic leads every day. There was no Zillow or Trulia or any third-party sites selling leads then. Third-party sites were not as powerful as they are today.”

Technology is Mark Z’s biggest challenge. “It’s all about staying ahead of the curve and bringing value to our clients,” he says. “Technology is changing so fast we’ve got to adapt and be ahead of it. We are constantly updating all of our systems, tools, and technology so our clients benefit and sell their home faster, and for more money than their competition.”

“I am very happily married to my wife, Jannelle, for 13 years. I met her 18 years ago, and we’ve been together ever since. She is an attorney and my soul mate; we have a wonderful life together.” Mark Z. and Jannelle have three children whom you may have seen on television teaching him how to sell. Malek is the oldest at 11 years, Jordyn, their daughter, is 9 years old, and the youngest son is Mario, who is 6 years old. “They are the reason I do what I do. My life is very simple, and goes in the order of God, family, and work.”

When asked what he’d do to change his life, he’d say, “I wouldn’t change a thing. I’m glad I failed when I did, and most of my success would not have occurred without those things that were not home runs,” he said. “Much of my success happened because I was vulnerable enough to be okay with trying as many things as I could in the industry knowing very well that it might not work out.”

Mark Z claims to be too busy for hobbies — unless you count seven or eight vacations a year, some of them family adventures, and others romantic getaways. “Between my multiple business holdings, investment properties, and my family, there is no time for hobbies.”

While supporting multiple charities each year, Mark Z. and his family recently sponsored a fundraiser for the American Cancer Society, specifically for “Real Men Wear Pink.” According to Mark Z., “We raised more than \$18,000. I’ve lost multiple members of my family to cancer, so it’s a big part of me.”

One thing most people don’t know about Mark Z. is that he almost died three years ago. “I was at a restaurant with my lender, Steve Stork, one of my Realtors, Kirk Webber, and a good friend, Brian Lousia. While telling a joke, I passed out and fell to the floor. They shook me awake and took me to the hospital immediately where I was quickly helped, and, as it turned out, those efforts saved my life.” He was diagnosed with Brugada Syndrome, an irregular heartbeat that causes sudden death. It’s an unusual genetic disorder of the heart’s electrical system that people don’t know they have until their 30s or 40s when it strikes. A few years ago his brother died in his sleep of an



unknown cause, which the family now knows is the same congenital disease. Mark Z. received an implanted cardioverter-defibrillator as a prevention of further occurrences. “I’m grateful to my friends for saving my life, and I treasure my time with family and friends even more every day.”

Mark Z. concludes, “Success to me is living the life I truly want and deserve, not just settling for a life that came my way. Success is peace of mind resulting from the self-satisfaction that comes from knowing I gave my greatest effort at becoming the best I could be.”

MARK Z

248-937-1337

Email: markz@soldbymarkz.com

www.soldbymarkz.com

