

# TOP AGENT MAGAZINE

## Jeff Pitts



After 25 years in the business, Pitts is still working and living in the Fort Knox area, where his family and friends live, and where he has spent much of his life.

His two sons both work just north in Louisville in various facets of the real estate business, and he owns a company with his sister and brother-in-law. Even his primary business partner, Willie Harden, has become like a brother to Pitts over the years. This feeling of family extends to the clients Pitts and his team serve.

“When I’m talking to a person, that person is the most important person in the world to me,” he says. “I ask my agents to look at it the same way. What we do is sales, but it’s also helping people. The more we help people, the better we do.”

Pitts takes this philosophy to heart, and early in his career, found out that it was a successful way to operate. His business grew so heartily, he found there weren’t enough hours in the day.

“That’s how the team came about,” he says. “I

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## Real Estate is a Family Affair

enlisted other people to assist me in the helping.” Now Pitts operates Jeffrey J. Pitts and Associates, a RE/MAX agency, where 12 agents buy and sell real estate. Through Executive Group Property Management, Pitts, Harden and their staff oversee about 1,000 leased properties in the Fort Knox area. Through a third company, Highpoint Homes Construction Development, they build new properties.

Pitts is at the office by 6 a.m. each day, and rarely leaves before 6 p.m. He expects the same dedication of his agents, and it has paid off. The team claims 15 percent of all local real estate sales, and does it 60 days faster on average than anyone else on the board. It’s a lot of work, yet agents don’t get burned out. That’s

because Pitts makes personal commitment a priority in the professional arena.

In spite of his love for his profession, his deepest dedication is to his wife, Rhonda, and their sons Jay and Zach. He likes to see the same integrity from the people he works with.

“Family always comes first,” he says. Whether it’s a Tuesday night baseball game or a Sunday morning church service, Pitts wants to see those commitments marked on his agents’ calendars. “They take care of their personal needs first, and that leaves all other times available for real estate. When you have that mindset and someone calls you at 8 p.m., you’re going to take the call.”

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