

TOP AGENT MAGAZINE



MATT GUARRO

Matt Guarro found his way into the real estate business from the ground up, working for a custom home builder in Pennsylvania after college and eventually forming his own construction business. “My knowledge of construction helps in a unique way; I’m better able to serve clients, given my understanding of everything from inspection reports

to the construction process.” His 2008 entry into real estate also gives him a unique perspective, not to mention a strong work ethic.

After entering real estate on the eve of the Great Recession, Matt has thrived for more than a decade in the beloved coastal community of New Smyrna Beach, Florida. “I pride myself on working as hard for my clients on a \$25,000 sale as I do on a \$2 million sale,” he says, adding that he worked as a buyer’s agent for New Smyrna Beach’s top REALTOR®/Broker for eight years before deciding to become an independent agent with the same brokerage, Collado Real Estate.

“Working here has given me opportunities and relationships that I otherwise would not have,” he says. He now even has a buyer’s agent working with him. Matt’s breadth of experience with buyers benefits his sellers as much as it does his buyers. But he is careful to point out that working collaboratively with other agents in the area is a fundamental component of success. “The best way to deliver the utmost in client service is to work well with other agents.”

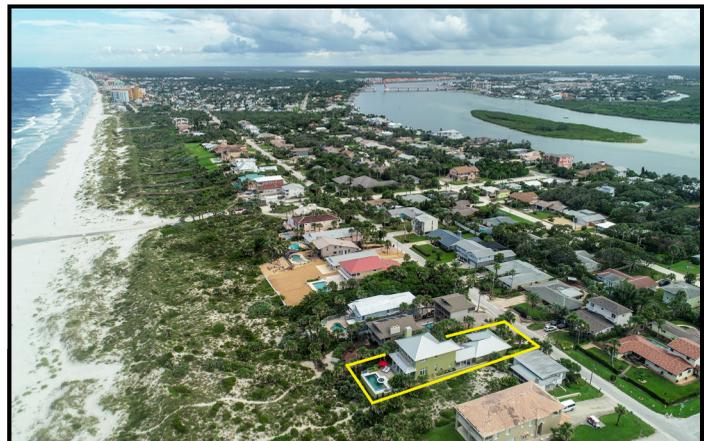
Matt considers himself an area expert across a distinct stretch of Coastal Florida, from New Smyrna Beach through Edgewater, describing the area as a niche community with a character all its own. He immerses himself in the market, earning approximately 85% of his business from referrals and repeat clients. While he does conduct advertising, he enjoys loyalty from residential buyers and sellers as well as commercial investors, who see him as the area’s expert in commercial real estate. In fact, the commercial segment of Matt’s business continues to grow, due to his ongoing presence in front of longtime business owners and residents.

People know that Matt goes to bat for them. “I keep my clients front-and-center, I work hard and I stay humble,” he says. “I understand how important their transaction is to them. Even if I do this all the time, I don’t get desensitized to it.” His

motivation stems from his desire to serve with honesty and transparency while also remembering his own journey. “It’s hard to forget that I started in 2008 before the market crash and really had to put my nose to the grindstone. I remember not knowing where my next tank of gas was coming from.” Those memories drive Matt to where he is now. He takes nothing for granted.

Hard work and service go hand-in-hand with gratitude, as well. As he builds his business with even more listings, Matt appreciates the established brokerage where he works and the exposure that his listings get through Collado Real Estate. He is also grateful for the endless support of his wife, Heather, and for the gifts of their two cherished sons. Being able to raise a family in a community he loves is another gift, as are the clients he represents. “I love to see people get so happy when they find that beach home to use with their family.” He also enjoys seeing his clients on a regular basis, whether around town or when taking in his favorite pastimes of fishing and golfing. “After 10 years, I’m starting to be able to have a little bit more fun on the weekends,” he says. “Family and clients always come first.”

Matt plans to expand his New Smyrna Beach specialization, building his presence as a local leader. “The next step would be to become a broker. And I’ll always keep good relationships with other people in this business and I’ll always give back to the community.”



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