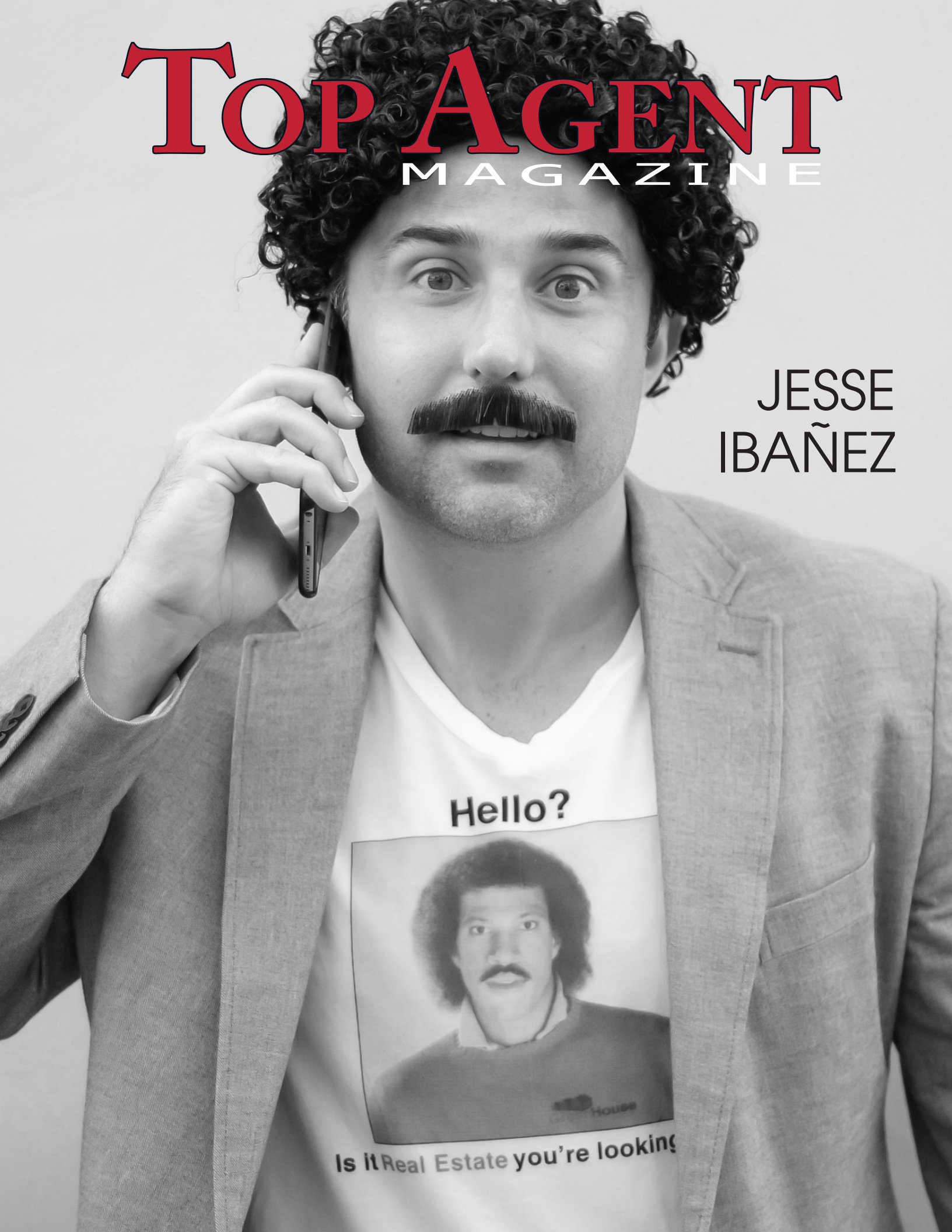


# TOP AGENT

MAGAZINE

JESSE  
IBÁÑEZ







## JESSE IBAÑEZ

When San Diego Top Agent Jesse Ibañez opened the GreenHouse Group with his business partner in 2006, they had a mission to do things differently. “I started in real

estate in 2002, in a traditional shop,” Jesse recalls. “It was basically cold calling and the old-school business model.” Like a true entrepreneur, he knew there had to be a better

way, and was determined to find it. “I was either going to get out of the business or break it down entirely and build it back up,” he says. Fortunately, he chose the

latter, and began to create what has grown into one of California’s most innovative, purpose-based real estate consulting and mortgage planning firms.”





The GreenHouse Group is headquartered in the heart of San Diego, but Jesse estimates that he and his team cover at least 90% of San Diego County. “Because we’re a relation-ship-based business and work with a lot of referrals, we never want to turn down someone who needs our help.” Much of the group’s business centers on first-time buyers or sellers and anyone looking to transition their home to a greener, more sustainable lifestyle.

At the heart of the GreenHouse Group’s way of doing business is the belief in doing everything they can to leave things better than the way they found them. “When we put that thought first, the real estate aspect tends to take care of itself,” Jesse says. “We want our clients to have an amazing experience whether they buy, sell or borrow.”

Clearly, those amazing experiences



abound. “Whether it’s a new client coming to us as a direct referral or a positive online review, people notice and talk about how different it is to do business with us,” Jesse says. “We have been in the Best of Yelp and received Five Star recognition from San Diego magazine every year since 2009.” Jesse also hosts a radio show on ESPN – The Secret Stash – and has authored a book titled Fresh Start for Homeowners.

So what exactly makes working with Jesse and the team at The GreenHouse Group different? It starts from the moment they meet a potential client. “We call it the ‘Hello on Steroids,’” Jesse says with a laugh. “Then we begin every client relationship with a 90-minute initial consultation to get to the ‘why’ of what their goals are,” he continues. “The answer is never in how, it’s in the why. We help people determine their purpose and then the whole team is committed to getting the client there.”

There are also a number of small but meaningful touch points along the way, including mailed correspondence and thoughtful gifts. “From the time clients walk in the door to 90 days after the transaction is complete and hopefully for a lifetime, we are there for them.”

At The GreenHouse Group, our portfolio





has always consisted of three parts,” Jesse says. “The people, the house, and the deal. And the catalyst which holds all three parts together is the experience they have all the way through. We want clients to feel outrageously happy about all three, but to tell us at the end that ‘the experience was the real reward.’”

It comes as no surprise that Jesse and The GreenHouse Group look for opportunities to help in the community. They started a business-to-business nonprofit called San Diego Pros, with the goal of enhancing business development in the area. They also sponsor Green Means Giving Back – a monthly

crowd-sourced campaign on Facebook where followers choose a charity to receive a percentage of that month’s profits.

To further fulfill their mission of “Moving People with a Purpose” Jesse has exciting growth plans in place. “We want to be leaders in the green lifestyle,” he says. “So we have segmented the county of San Diego into six micro markets, with plans to open a brick and mortar shop in each,” he continues. “Each one will serve as our office but it will also be a place where the community can come to learn and tangibly touch all parts of a green home so they can see what it’s really all about.”

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To learn more about Jesse Ibañez and The GreenHouse Group, visit [TheGreenHouseGroupInc.com](http://TheGreenHouseGroupInc.com), email [Jesse@GreenMeansGrow.com](mailto:Jesse@GreenMeansGrow.com) or call 858.863.0263