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Barry Zweig

NOT AFRAID OF HARD WORK BARRY

by Shannon Hartsoe

It was a moment Barry Zweig will never forget. Newly graduated from UNLV with a Bachelor's in business administration, Zweig felt entitled to a little R&R. His mother, a survivor of the Great Depression, thought otherwise. "She asked me why I wasn't working very hard," he recalls. "And I told her that I wanted to lie around a little. She said, 'No, you're not. You start working NOW.'" Eloquently simplistic, her words stayed with him, not so much for what they said, but what they didn't have to say. Life is not for laying around, at least not in the Zweig household. Life is for working. "Creating a good work ethic makes all the difference in the world," he says. "And my parents were the two hardest working people I've ever met."

Not that he needed reminding anyway. As a child, Zweig was a bundle of energy. On his native Long Island, he spent his days on the beach or creating circus acts for the other neighborhood children, charging a nickel or so for admission. He'd then donate his earnings to the local Lion's Club. It was but an inkling into the man that he would become. Part entrepreneur, part commu-



nity champion, he seemed destined for greatness. Later, Zweig would play football, baseball, and for a time, he boxed. His fiercely competitive nature would eventually make him a squad leader in the Nevada National Guard, take him to the stage and push him to work his way through college. "I was the quarterback for my football team," he shares. "I really enjoyed the strategizing and figuring out how to get the team from A to B. It was a great feeling of accomplishment." He was a leader.

Real Estate on a Dare

Zweig had been a full-time, highly successful insurance salesman when real estate came calling. His people skills, leadership capabilities and natural charm had given him an edge in the insurance industry. Real estate sales were the furthest thing from his mind. This time, however, it was through the words of his father that fate intervened. “He dared me to get my real estate license,” laughs Zweig. “I already had my securities license, and my insurance broker’s license, and my father said he dared me to get my real estate license.” The elder Zweig did something else as well; he offered to bring his son more than a million dollars in listings if he would to it. He couldn’t resist, and he was hooked. “I started doing it on the side, because at that time I was managing my father’s Budge-Rent-A-Car franchise in Las Vegas Nevada and I really loved what I was doing.” That was in 1984.

Retirement is Not an Option

In 1992, Zweig moved to Florida intending to retire and enjoy life. But, he found that instead of feeling rested, he felt restless. Gone was the feeling of challenge, the camaraderie he had known in the work place and the sense of accomplishment that comes from a hard day’s work. It became increasingly clear that retirement was not for him. So, he walked into the offices of a resort community and started selling. Success came quickly. “I started working seven days a week and it just started clicking,” he shares. “In this business, you work hard, but you get out of it what you put into it.” Now a perennial top-producer for Coldwell Banker Carroll, Zweig has won every production award for the company, including the prestigious International Presidents Elite Circle. “Basically, I came out and took advantage of an incredibly exciting situation,” he says.

He also has a gift. What some call the gift of gab, Zweig calls the ability to make friends and get along with others. It has served him well. “Andre Agassi says ‘image is everything,’ but in this industry, personality is everything. If you can’t make friends and get along with others, then you might as well pack it up and go home, because this industry isn’t for you.” And, as one of his mentors once suggested, he makes it a point to know a little bit about everything. “Speaking intelligently with others on the subjects that interest them puts them at ease, and it conveys a connection to them and to their lives. It builds trust.”

Zweig has also built a niche. Assisted by his strong background in securities and investing, Zweig has become the perfect advocate for the investor clients who now flock to him for advice. “We’ve become more and more used to the idea of real estate as one portion of a healthy investment portfolio and when my clients come to me, I try to advise them on all of the information that they need to make wise choices.” Whereas the residential market is sometimes emotional, the world of investments in purely black and white – balance sheets and risk analysis, and Zweig makes use of it all. “I’m a numbers freak,” he says. “I like making things work and figuring it all out and for me it’s easy.” Using a spread sheet and a computer program, Zweig prepares a cash flow analysis, moves the analysis into the client’s tax return and figures out the true net cost of the property. The result is that his clients come away educated and informed. “It’s important to be able to back up the transaction with cold, hard facts.”

Barry Zweig – Full of Surprises

But, can a man this successful truly have a life outside of work? For Barry Zweig, the answer is “yes.” “Success is all about attitude,” he says. “It’s important to measure success by your own inner well-being and not by the amount of things that you have. If you feel that you are successful and you walk around all day with a smile on your face, then you’re a success. On the other hand, if you walk around all day with a frown and with a ‘the-world-stinks’ attitude, then I don’t care how much money you have, you are not a success.”

Zweig is a man of many talents. One of them is singing. From special events and corporate parties, Zweig’s singing voice is almost as in demand as his real estate finesse. “It makes me happy to make others happy, and one of my favorite places to sing is in the local nursing homes.” He especially likes the annual Christmas show that he and a couple of friends host. “It keeps the patients’ spirits up and I get to make 80 year old girlfriends,” he laughs. “They really enjoy it but I probably enjoy it more.” He also loves to travel and collect coins. “People are really surprised when they find out about my coin collection.” With a sheepish grin he adds, “It’s my ‘nerdy’ habit, but one that I’ve enjoyed since I was a kid.”

And, maybe someday he’ll get around to that retirement, but for now, he’s just happy being busy and busy being happy. “Life has been good,” he says. “And though I still love to work hard, I am starting to understand the need for balance. But, I’ve learned one thing from all of this – you don’t have to be the best athlete out there, you just have to play the hardest. You just have to want to go out there and do your very best, and that’s what it takes to be successful.”

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