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BILLY NASH

ILLUSTRATED PROPERTIES

Crushing the
Luxury Market

► **Mark Wahl, Waypoint East**

Putting Relationships First

► **Tony Cenkar, eXp Realty**

Keep Pitching: Lessons from the Ballpark

JUNE 2021

BILLY NASH

■ Crushing the Luxury Market

“I always knew when I got my real estate license five years ago that I would be in the top 1 percent of REALTORS® in the country. It’s not arrogance. It’s confidence. There’s a big difference. If you’re not proud and can’t share what you’re doing, you’re not doing anything,” says Billy Nash.

Growing up in Long Branch, New Jersey, Billy recalls his single mother working three jobs to provide for him and his sister. The experience gave him grit. Determined to succeed in life, Billy worked 30 hours every weekend as a waiter at Richards Deli to pay for college. He also credits the Equal Opportunity Fund that Ronald Raegan put in place to finance his education, a program still helping college-bound students today.

“That helped kids in cities around the country who didn’t have the financial means to get into college and couldn’t afford it,” says Billy. His guidance counselor in high school helped get him into the program. After a two-month academic boot camp over the summer, Billy attended Stockton University and never looked back.

After college, Billy spent the first 21 years of his career in the financial services industry. He comments, “I was a financial advisor for ultra-high net worth individuals and managed

the relationships, offering a suite of services in banking, mergers and acquisitions and trust and estate planning.”

A relationship-driven person, Billy always wanted to be a private banker. He comments, “My outlook was to build long-term relationships with clients instead of being a transactional advisor. Whether it took three, five, or ten years, Billy built relationships with them. Throughout his banking career, he weathered good markets and bad markets. He worked at Bear Stearns during the financial collapse and has vivid memories of tough times.

■ LEAPING TO REAL ESTATE

The next step in Billy’s career was real estate. He comments, “I always liked really nice things. When you work with wealthy clients for over 20 years, you go into a lot of really nice homes.”

When banks became so regulated that it was stifling, a change was in order. He got his real estate license and decided

to build his luxury brand. Real estate was a breath of fresh air to this born leader.

“From day one, it was refreshing to be an entrepreneur again. In the early days of the financial industry, it was very entrepreneurial, but over time it changed,” explains Billy.

When Billy puts his mind to something, he becomes focused on achieving the goals that he sets for himself. Filled with drive and determination, he accomplishes what he sets out to do. Billy comments, “Once I get dialed in, I’m like a luxury pit bull. Now the business is feeding off itself. I don’t farm. I don’t buy leads. I don’t care about Zillow. I don’t care about AI. All in – that’s what AI means to me.”

What about his competition? There is no competition for Billy. He explains, “Business

▶ top producer

By Elizabeth McCabe
Photography by Darian Williams

“If you’re not proud and can’t share what you’re doing, **YOU’RE NOT DOING ANYTHING.**”



is business. If you add value, you will do business. A high-net-worth individual who is doing a deal is not going to ten different agents if they want to be advised. Once a new client meets me, it's done. I don't see anyone as my competition."

In his first 12 months in real estate, Billy did some of the largest transactions in Florida. One was a 30 million dollar listing and sale for a property in Key Biscayne for the Rolling Stones touring manager.

"No one told me what to do in real estate," says Billy. "I just put my head down and I did it. I didn't go through some elaborate training program. I just did what I thought was best to build a brand in an industry that I was transitioning into. Whether a 5 million dollar deal, 10 million dollar deal or a 25 million dollar deal, as long as the client is happy, then everything falls into place. Bottom line is I deliver results, period."

Billy also credits his wife Tracy Nash who is an integral part of the business. "She's my sounding board. She's super smart and I run my ideas by her. We live and breathe luxury estate."

Kim Cavallo who came on board about a year and a half ago as well is a critical part of their team. Billy remarks, "She understands my brand and understands how I work and how I add value. She's a great supporter of the Nash Luxury Brand. I'm so happy she is with us and plays an important role."

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I come from a world of no.
BUT NO IS HALFWAY TO YES.

■ **LEADING THE WAY**

In the last five years, Billy has listed and sold over 300 million in luxury real estate. He was named Rookie of the Year his first year with Keyes Company, the largest private independently owned brokerage in Florida. Progressing through the ranks, Billy quickly became the top luxury listing and luxury sales agent his second year. He is also the founder of Nash Luxury Illustrated Properties. Last year he was voted Best REALTOR® in Palm Beach County.

“I am very selective on the deals that I do,” says Billy, who is ranked number two in the company. “I love to sell trophy properties” and “I’m attracted to the larger product, focusing on bigger transactions. While some teams in this industry have a large team of people, I only want to manage myself and do good business. If I can do 15-20 large transactions a year, that’s where my sweet spot is.”

Transactions can be national or even international. “I’ll advise a client anywhere on the planet,” he says. This past year he has sold homes throughout South Florida; in Houston, Texas; Spring Lake, New Jersey; and recently listed a 77,000 sq ft castle in France, two hours south of Paris.

■ **GIVING BACK**

“I’m a big believer in Luxury Real Estate auctions and I’m on the agent advisory board of Concierge Auctions,” says Billy. He sits on the board along with nine other agents who are all at the top in their field across the country. Luxury Auctions has become a very important tool to Billy’s business. “The best art, cars and wine are sold at auctions, and real estate is another asset class that fits right into that process,” says Billy.

Last year, Billy hosted nine episodes of “Selling Mega Mansions” on the AWE network. “That was fun for our business. It was definitely a show that resonated with people around the country,” he comments. Viewers have been inspired by the episodes, including one Instagram message recently from a viewer, “Your television kept us going through the furlough.”

Billy gets a lot of satisfaction out of mentoring other agents. He comments, “I’ve always been a big believer in mentoring. I had a Big Brother from Big Brothers Big Sisters. He has been my best friend for 42 years since the age of 8. He was a great mentor professionally and personally. Those values have been carried over to my business.”

Billy is happy to talk to other agents on the phone across the nation who may be looking for ideas and guidance.

■ **OUTSIDE INTERESTS**

When Billy isn’t working, he enjoys time with his family.

Billy and Tracy love traveling around the world. “Travel helps my business. When you vacation on the Amalfi Coast, it can be a touchpoint for conversation.”

For Billy unwinding is about boating, fine dining, good red wine, playing lots of golf and spending time with family and friends.”

■ **FINAL THOUGHTS**

Nothing worth doing ever comes easily. Perspective is important in rising to the top. Seeing opportunities instead of obstacles is important in seizing deals, connecting with clients, and getting to the closing table.

“I come from a world of no,” says Billy. “But no is halfway to yes.”





NASH LUXURY™

ILLUSTRATED PROPERTIES

BILLY NASH

Founder Nash Luxury at Illustrated Properties
Ranked #2 Platinum Producer Firmwide
Ranked Top 1% of Realtor's in America
Top Luxury Listing Agent & Buyers Agent
Voted Best Realtor in Palm Beach County 2020
Nominated Best Realtor in Palm Beach County 2021
Nominated Best Real Estate Company Palm Beach County 2021
T.V. Host Selling Mega Mansions AWE Network
CHRISTIES Masters Circle
Advisory Board Concierge Auctions 2019/2020/2021

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