

VoyageMIA

OCTOBER 9, 2019

Meet Jodi Macken of Macken Realty in Aventura and Fort Lauderdale



VoyageMIA

Today we'd like to introduce you to Jodi Macken.

Jodi, please share your story with us. How did you get to where you are today?

I started with Macken Realty when it was a small, boutique brokerage firm. Led by my mother, the firm was rooted in the Aventura community where I grew up, and we grew the business together. We had a variety of clients since my mother had been in the business for many years, and was held in very high regard due to her stellar reputation. She taught me to always use the phone as a tool for marketing.

As it happens, I received a call from a prospective client who had seen an advertisement for one of my listings. I recognized his name and voice immediately as I had heard the night before on the news that he had just signed with the Miami Dolphins. That sale garnered the attention of his teammates, and eventually the Miami Dolphins' management as well.

VoyageMIA

My career then took off as I formed a solid relationship with the Dolphins as their “go-to” realtor. To date, I have worked with over 200 professional athletes and celebrities, including Dwayne “The Rock” Johnson and family, Henry Cavill, Mark Ingram and several of his family members, Jason Taylor, Zach Thomas, Papi Benitez, Roman Reigns, and more. As much as I enjoy handling their real estate needs, I admit I am most proud of the relationships and friendships I have formed with them and their wonderful families.

We’re always bombarded by how great it is to pursue your passion, etc – but we’ve spoken with enough people to know that it’s not always easy. Overall, would you say things have been easy for you?

I don’t think the road to success is always paved smoothly. There are always bumps in the road, but those are what you learn from most. Markets are cyclical, and that requires adjustment. One must learn to move with them.

During the mortgage crisis, we were fortunate to have formed a partnership with Fannie Mae and Freddie Mac, thereby allowing us to contribute to neighborhood

VoyageMIA

stabilization. It was personally rewarding to help put families back into homes they could afford, and in the meantime help the community adjust to a more stable environment.

Over the years, Florida has become a huge player in the global economy. As a Floridian, I recognized the need to be multilingual and educated myself with regard to the law and foreign investment. Real estate is a relationship based business. While marketing tools like the internet and social media are a huge part of what we do, as real estate professionals, our clients look to us for sound advice and spectacular service. My family has always recognized that in order to achieve success, it takes hard work and perseverance.

We'd love to hear more about your business.

Macken Companies is a vertically integrated real estate firm with development, construction and brokerage arms. Our clients benefit from a myriad of services that we offer. Over the course of 30 years, I am proud that we have become recognized for both our residential and commercial successes. As Director, I play an integral role in property

VoyageMIA

acquisition, new construction sales, and marketing for Macken Companies' residential and commercial projects.

Recent notable projects include the successful development and sellout of Parallel 1 & 2 in Downtown Fort Lauderdale as well as our Beach House single-family home development in Dolphin Isles. All three projects were recognized at the City of Fort Lauderdale Community Appearance Awards and also set new benchmarks for the highest price per square foot in their respective neighborhoods.

In addition, I also train many of Macken Realty's newer agents and oversee more than 200 agents out of our two South Florida offices.

As a leading luxury real estate agent, I concentrate my efforts on high-end luxury residential properties throughout Fort Lauderdale and Aventura. I am most proud that as a family, we have maintained a very reputable and respected name in the industry. Our mother, Lillian Macken, taught us at a very young age that you must treat everyone the same and there are no do-overs. As such, we always strive to do the best we can for all of our clients.

VoyageMIA

Contact Info:

- **Address:** 888 E. Las Olas Blvd -Broward
- 17071 W. Dixie Highway- Dade
- **Website:** www.jodimacken.com
- **Phone:** (305) 525-3515
- **Email:** jmacken@mackenrealty.com
- **Instagram:** jodimacken
- **Facebook:** jodirmacken



VoyageMIA



VoyageMIA

