

# TOP AGENT MAGAZINE

## JOSH FELDBERG

When you sit down to chat with Josh Feldberg, it quickly becomes apparent that you're speaking to someone who loves working in real estate. "When I moved to Pittsburgh I quickly fell in love with the city and the business. I love buying and selling homes and the challenge of figuring out how much a home should be worth," Josh tells Top Agent.



Josh brings his years of renovation experience into every deal he works on with his clients. Rather than simply assisting them with the process of buying and selling a home, Josh provides his clients with investment advisory services, helping them analyze properties for their renovation potential, explaining potential costs and post-rehab values, and even setting them up with contractors who can do the work.

When he moved to Pittsburgh five years ago from Israel, Josh walked away from a dynamic career as one of the country's top flooring experts. In Israel he had been the manager for one of the country's largest hardwood floor companies, had extensive experience working with Israel's largest architectural and interior design companies, and frequently lectured at schools of architecture and design on the subject of wooden floors. Despite these successes, Josh felt the urge to strike off on his own. One of his friend's brothers who owned several properties in Pittsburgh invited Josh to move to Pittsburgh and help him renovate and rent out single-family homes. Although he knew his new job would be very different from his former occupation as a manager, Josh happily agreed. "When I started in Pittsburgh I did home renovations and mowed yards to pay my bills, but it didn't bother me," Josh explains. "I believe that whoever wants to succeed has to work hard, and I'm not ashamed to do any type of work if it's bringing me towards my goals."

Through working in the flipping business for several years, Josh developed strong relationships with a number of investors in the area, and found that he enjoyed the industry so much that he decided to get his license and become a full-time agent.

Just one year later, Josh is now an agent with Your Town Realty, where he specializes in working with real estate investors. Based out of his office in Avalon, Pennsylvania, Josh runs a thriving book of business throughout Pittsburgh. Although he occasionally works with traditional homebuyers and sellers, the lion share of his work is focused on working with investors, and he is well known in the Israeli community as the go-to agent for flipping homes.

Several years before he moved to Pittsburgh, the Israeli real estate community in the city was rocked by a significant investment fraud. "There were two guys who sold tons of rental properties which were in terrible condition, and just before I moved to the US everything blew up. They had stolen a lot of money, so they both went to prison," Josh explains. "For several years after that I had to help a lot of people deal with the repercussions." In the aftermath of this fraud, several neighborhoods in Pittsburgh were negatively impacted by foreclosures, thereby bringing down the overall value of the community. "In the future I'm hoping to build my own investment business so I can bring in quality investors into these neighborhoods and fix them up," Josh says.

For anyone interested in joining the real estate industry, Josh has words of encouragement. "If you find work that you love to do and you persist, you will find success. Real estate is a tough industry, but it's such a rewarding line of work."



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