

SOUTH JERSEY

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## CARLO DROGO

**TURNING VISION  
INTO VALUE**

**RISE STAR**  
GINA DURANT

**PARTNER SPOTLIGHT**  
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SEPTEMBER 2024

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# CARLO DROGO

# TURNING VISION INTO VALUE



By George Paul Thomas | Photos by Chris Kellyman

“Buy with Confidence, Sell with Success” is a well-known quote that motivates Carlo Drogo, a dedicated REALTOR®, Broker-salesperson, and team lead of The Expert Sales Team from eXp Realty. Carlo is not your typical Realtor. He is known as the “Billboard Guy” in South Jersey because of his dozen billboards and bus shelters throughout the tri-county area, proving his business diligence. Carlo gives his all to his career while remaining family-oriented.

## ONWARD AND UPWARD

In the heart of South Jersey, the small town of Buena is where Carlo’s story begins. Raised in this close-knit community, he now calls Vineland home—a location he believes is the perfect central hub of South Jersey. With the convenience of being less than an hour away from Delaware, Pennsylvania, and the Jersey Shore, it’s an ideal spot that has shaped much of his journey.

In 1999, Carlo proudly walked across the stage as part of the last graduating class of the century from Buena Regional High School. His academic pursuits led him to earn an Associate’s Degree, which paved the way for a substantial 15-year career in public safety. Various roles and responsibilities marked this period, all contributing to a strong foundation of discipline, commitment, and a deep sense of community service.

Despite a fulfilling previous career, Carlo’s passion for real estate was always simmering beneath the surface. “At 24, I purchased my first home—a significant milestone that only fueled my desire to dive deeper into real estate. Just three months later, I invested in a duplex, solidifying my interest in property investment,” Carlo recalls.

However, it was in 2017 that Carlo encountered a pivotal moment that would change the trajectory of his

career. He purchased a bank-owned fixer-upper, an endeavor that inspired him to obtain a real estate license. Balancing a part-time real estate business while working at a small local independent brokerage, he quickly realized his deep passion for the industry.

The turning point came in 2019 during the Triple Play Event in Atlantic City. It was here that Carlo was introduced to eXp Realty. The alignment with their vision and values was immediate, and within a week, he made the decisive move to join their team. The impact was profound—his numbers soared, and Carlo learned a crucial lesson: real estate cannot be efficiently managed as a solo endeavor. Embracing the mantra “Teamwork Makes the Dream Work,” he dedicated himself to fostering collaboration and growth.

The year 2020 marked a new chapter as Carlo founded The Expert Sales



Team, brokered by eXp Realty. Today, his team consists of 12 licensed agents and three administrative employees, each contributing to a dynamic and supportive environment. “While anyone can offer technology and tools and ‘leads’ to an agent, I take great pride in sharing my invaluable knowledge and experience in this industry,” Carlo shares. “I’ve had the privilege of working with many outstanding real estate professionals and strive to learn from those around me,” he adds.

Since becoming a Realtor, Carlo has been involved in over 800 real estate transactions, proving his dedication and expertise. In 2023, Carlo and his team closed 205 Real Estate transactions, comprising 88 sellers, 95 buyers, and 22 rentals. His ability to navigate the

complexities of buying and selling properties has positioned him as a trusted advisor and a go-to expert in the real estate market. Just halfway through 2024, Carlo and his team have already far surpassed over 100 closed transactions, indicating a solid trajectory for the remainder of the year.

Additionally, Carlo has consistently been honored with prestigious awards, reflecting his commitment to outstanding service and exceptional performance. Among his notable accolades are the NJ REALTORS® Circle of Excellence Sales Award® at the Platinum level for three consecutive years from 2021 to 2023, preceded by Gold in 2020 and Silver in 2019. Additionally, he has received the eXp Realty ICON Agent Award four times from 2020 to 2023. Real



Trends also recognized his team, ranking #20 for NJ Teams in closed transaction sides in 2023 and placing #136 for the “Top 250 eXp Teams across the U.S.” in the same year.

### BEYOND TRANSACTIONS

His loving family enriches Carlo’s life. At the age of 30, he met his beautiful wife, Heather, and together, they built a joyful family with three children: Carlo Jr. (9), Marco (8), and Enzo (6). The family cherishes day trips and sightseeing excursions, but their favorite pastime is traveling and vacationing together. “As a family, we enjoy theme parks, local attractions, movies, the beach, and the boardwalk,” Carlo shares.

When not immersed in his professional responsibilities, Carlo enjoys spending time outdoors. Camping, hiking, swimming with his family, and kayaking with friends are among his favorite activities. Despite Carlo’s demanding work schedule, his career in real estate allows him to create his own schedule. “Real estate has allowed me to enjoy life to the fullest while pursuing my goal of visiting 50 states by 50,” he notes. At 43 years old, with over 40 states already visited, Carlo is well on track to achieving this milestone.

Carlo is also dedicated to his community, actively participating in local charities with his eXp Realty team. He frequently donates and supports his nieces and nephews’ school activities and sports and is engaged in many local events, often with an eXp Realty sponsorship. His charitable efforts include donating baskets to many local events, hosting a community shredding event in Buena, and organizing “Ice Cream Fridays” every Friday in July to offer complimentary ice cream to locals and clients this year. Carlo’s commitment to community service reflects his dedication to enriching the lives of those around him.

### LOOKING INTO THE FUTURE

For Carlo, success is about daily financial improvement and resilience. Having faced setbacks in life, he believes true success is

shown by rising stronger and pushing forward productively.

Leading one of the top real estate teams in South Jersey, Carlo remains grateful for his achievements and recognition as a top agent. His success stems from hard work, far beyond a typical 40-hour week. In real estate, more effort equals greater rewards.

Looking ahead, Carlo plans to eventually transition out of daily production to focus on expanding his Real Estate organization and creating additional revenue streams. He aims to purchase a larger building for sustainable

growth and establish a centrally located branch office in South Jersey, accommodating virtual and physical work preferences.

As Carlo ends his narrative, he leaves some valuable advice to up-and-coming top producers, “Start building your database from day one. Use a CRM system or simply paper and pen, but save every phone number you receive and answer all calls. Your cell phone is crucial for your business. Show up to work daily and add value to every interaction, whether with customers or colleagues.”



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