



Joe Jesuele
Founder & CEO
HomeJab

Joe Jesuele is at once a real estate entrepreneur, internet efficiency innovator, passionate problem solver, and one of the nation's top real estate visual content experts.

Joe is the founder and CEO of [HomeJab](#), America's most popular and reliable on-demand professional real estate photography and video marketplace for real estate pros. Joe oversees an operation that has delivered more than 4,000,000 images to help agents sell and rent more than \$35 billion in listings.

Cherry Hill, New Jersey-based HomeJab is known for its lightning-fast high-end visual production services with 24-hour turnaround for professionally shot real estate listing photos and videos, immersive 3D interactive tours, floorplan creation, affordable virtual staging, virtual twilight photos, and turnkey aerial services.

So how, and why, did Joe create HomeJab?

The early journey

Joe was born and raised in Hillsdale, NJ, just outside of New York City. He moved to Philadelphia after being accepted into Villanova University, home to one of the nation's top-ranked business schools.

After earning a BA in economics and a minor in entrepreneurship at Villanova, Joe started his real estate career at Marcus & Millichap, a top commercial brokerage firm. He joined the firm as an investment broker with a powerful desire to design, build and own real estate.

His job was to form relationships with property owner clients, including several Real Estate Investment Trusts or REITs. Joe ultimately would create a Joint Venture with one of his REIT clients, and after two years at M&M, he quit his job to start his own development company.

Joe saw a market opportunity to work with large commercial properties and secure grocery stores as the anchor tenant in shopping centers. Success came just as quickly as the economic downturn. His joint venture with Cedar Shopping Centers had three deals under contract just as the Great Recession began. Then, suddenly, all projects were put on hold indefinitely.

Knowing when to pivot

From his days at Marcus & Millichap, Joe knew a former co-worker who invited him to work in the mortgage business. Forever the entrepreneur, Joe entered mortgage lending when rates were low, and people flocked to refinance.

He and his friend started an online mortgage brokerage called Liberty Financial in 2012. His penchant for innovation led to creating one of the first websites to put the entire rate quote and application process online. Most importantly, the success of his mortgage business allowed Joe to continue his pursuit of being a real estate developer.

During the recession, nearly all commercial real estate development was on hold. So Joe pivoted by building residential real estate. He first purchased a small lot in Philadelphia, designed the home, built it, sold it, and used the proceeds to purchase another lot. He did this three times in a row.

Little did he know that his love for development would create the core DNA that would later become HomeJab.

Early video pioneer

To sell each home, Joe wanted to stand out from the competition. His approach to promoting each listing was well ahead of what most real estate agents did at the time. Joe created a 3D model of each home, shot aerial footage, and produced a feature video with live-action and music to showcase each listing.

In fact, his first HomeJab-style video promoted the first home he built and can still be found on YouTube [here](#). The home sold in less than 30 days, about twice as fast as the average home sale at the time.

Joe also realized that other agents were not creating this type of content to promote their property listings. At the time, almost all real estate videos used static images of homes – basically automated slideshows of photos that zoomed in, then out. No one was shooting a "walkthrough" live-action tour of a home.

That was the impetus for the creation of HomeJab.

Eliminating inefficiencies

Since college, Joe knew that being a real estate entrepreneur was his calling. And while he had a strong affinity for being a developer, he saw first-hand how inefficient the real estate market was, especially for buyers.

A friend of Joe's was house hunting and lamented to Joe that when he showed up at a listing, it looked nothing like the photos. To Joe, this experience resulted in a complete waste of time.

Joe's passion as a problem solver led to a desire to create a company that could produce a much better experience for the home buyer. He believed that one key to making the home buying process more efficient was to produce visual content that matched the buyer's expectations.

If he could develop and deliver better home tours online, he could create a more enjoyable customer experience for agents to give to their clients. Buyers could surf online and narrow down their choices through a realistic video tour of each home, reducing the number of homes they needed to visit with their agents. It would be a win for buyers, a win for their agent, and a win for a home seller who didn't have to show their home to someone who was never going to buy it in the first place.

In May 2014, HomeJab was born.

HomeJab would eventually leverage the power of the internet to offer a marketplace that connects real estate agents with professional real estate photographers coast-to-coast.

Professional expertise

In creating HomeJab, Joe launched it as a video-centric company, signing up hundreds of filmmakers, with the goal for his startup to become the "YouTube for Real Estate."

However, Joe's expertise wasn't limited to video. He was also an expert in real estate photography and was highly knowledgeable about leveraging business processes online from his previous experience.

While real estate videos were burgeoning, professional real estate photography became a must for successful listing agents. Joe leveraged his expertise to turn HomeJab into an on-demand platform that connects real estate agents with professional and affordable high-quality visual content to help them sell homes faster.

Joe has the unique ability – and proven skillset – to bridge the technological world of software with sales and marketing, exactly what was needed for real estate agents to take their listing promotions to a higher level via the internet.

HomeJab has won recognition and awards that include becoming a Top 25 fastest-growing company in Philadelphia (2018), winning a pitch battle voted on by Keller Williams agents, and becoming one of the first apps in the KW marketplace. HomeJab also was named as a "Best Real Estate Photographers 2020" site by Expertise.com.

Looking ahead to what's next

It's his competitive and sometimes aggressive nature that compels Joe to look further out than his competition. His latest business passion is blockchain, which he believes opens up a plethora of opportunities for the real estate industry.

Joe sees the potential of blockchain in real estate to go beyond creating efficiencies and increasing transactional security. He also sees an opportunity for leveraging blockchain to help professional real estate photographers create a new source of revenue.

While he has not yet announced his blockchain-related offering, Joe is poised to launch this new service in 2022. He said he believes blockchain will reshape how we use the digital world. He also sees this as a step towards his desire to continue to help transform America's most prominent business – real estate.

On the personal side

While Joe has a professional love for real estate, his personal life's love is his family. A husband and father of a toddler, today, Joe and his family live in the highly walkable town of Collingswood, NJ. An idyllic community where kids can ride their bikes just about anywhere, the elementary school is at the end of his block, and the middle and high schools are but a 10-minute walk away.

A short drive from downtown Philadelphia, Joe relishes in his town's character: a progressive, diverse community with older historic-looking homes, yet the feel of a beach town. And it allows Joe to embark on one of his favorite escapes, running, which helps him stay in shape and puts him in "a meditative mindset."

The place he calls home today, along with the company he has created, allows him to "travel my own roads," which could well serve as both his personal and professional motto.

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