



Name: TJ Ojehomon

Job Title: Licensed Affiliate Broker (Realtor), Financial Literacy Coach

Graduation Year: 2015

What is the day in the life like at your job?

I'm a professional salesperson and I work to sell products and services that are valuable to consumers and investors. My primary goal is to generate leads and foster relationships over time to eventually execute a deal that's beneficial to all parties involved. My FAVORITE product to sell is real estate! I do this daily through marketing strategies, networking, educating, communicating, collaborating with partners and studying the trends of the current market. There's never a dull day. I also have tons of private coaching sessions and open workshops with people who have never been taught by their mom or dad about important financial principles or wealth building habits.

What do you love about your job?

I try not to think of what I do as a job, but more of a profession and a career. That's the core of what allows you to love it. What I do is valuable. I'm not selling luxury kitchen knives (which was my very first job at 18). I'm selling something that can generationally change people's lives once they acquire it. Whether that be real estate itself or financial knowledge. The look of excitement and gratitude people express to me after working together is an incredible amount of fuel. It's more of a purpose driven ministry than anything.

What is challenging about your role?

I recently transitioned into being a full-time entrepreneur. That means your success is totally correlated to how strategically you work. So you have to be very intentional, every single day. You can't show up at the office and waste 3 or 4 hours at the water cooler and expect to pay your bills. However, when I'm working with clients, the challenge is in assessing every situation differently and applying the right solution. Clients really trust you, so you have to know your stuff and get it right. Otherwise, it can damage them pretty badly later on.

What are the benefits of working in this field?

In real estate, the benefits are countless. There's a pretty high earning potential. But you also have a lot of flexibility when you effectively manage your time. So if you want to do other things like be present with family, volunteer with kids, build another business, or have good work/life balance, it's a great field. You also get a lot of fulfillment from what you do because it doesn't feel like a factory line. Every day is different. The other great thing I love is the networking. A lot of high level professionals are entrepreneurs, so you tend to connect with people who are like minded. I've gotten the chance to meet a lot of cool movers and shakers in Nashville.

What experiences did you have that prepared you for this role?

My degree is in communications, and I have a gift for sales. Funny enough, the two skills tend to go hand in hand. A lot of communication tactics and marketing strategies came from my Lipscomb education. I was also in banking and finance before transitioning to real estate. I learned the ins and outs of credit scores, lending processes, property values and money saving strategies. This really helps with my clients when I work with them. I always tell my mentees, if you're not in the job you want or making the pay you expect, make sure you're in a job that can be a great classroom.

What do you see happening in the future for these types of careers?

Most people get into my field ONLY for the money. However, many often lack the competence to do the role at a high level. With technology companies steadily trying to make a move to control a lot of market share, it will be important to really "know what you know." If you don't, clients will be able to tell and the money hungry folks will get weeded out or lose business. In whatever you do, be confident, competent, trustworthy and intentional! It will always help you stand out.

What should a student know about your field?

It's not for the weak, but the rewards and upside are phenomenal. If you ever come to the place where you're confident enough, going into business for yourself can be one of the most impactful experiences for personal growth.

What advice do you have for a student considering a career in your profession?

For any upcoming college graduate looking to be a professional at anything, you need to know that your goals, ideologies, and passions will change and alter when you get more experience. Don't let it shock you. Whatever you decide to do, know your "WHY," and expect a significant learning curve in the early years. Constantly set goals for yourself and network often. Above all else, be valuable wherever you go and work as if God was your boss. Even on the rough days. You'll do great!