

Jeff Selvoski



rising star

Written by Chris Menezes
Photography by Ray Cordero of Mainline Photography



“I started real estate with one focus in mind – honesty and determination – and it is still the same. It’s been plastered on the website since day one: Where honesty and determination are the KEYS to purchasing or selling your home.”

Growing up between Scenery Hill and Cokeburg, PA, Jeff Selvoski was taught that you have to work hard to get what you want. And that’s exactly what he has done throughout his career and continues to do as a REALTOR®.

While attending Waynesburg University, he worked full time as a retail manager. Upon graduating with a bachelor’s in Marketing, a minor in Accounting, and an MBA, it was Jeff’s ever-present interest in houses that had him leaning towards the idea of a career in real estate. In fact, for a long time, he mulled over the idea of becoming an architect. “Be-

tween wanting to be an architect or a teacher ... real estate is a perfect mix of each. I constantly feel like I’m teaching sellers and buyers, which I love.” His love for the service industry; being able to interact with people and working in the hustle and bustle of it all, would point him in the direction of real estate.

“I’m passionate about helping people, making sure they get the service they deserve, no matter how long or how many hours it takes. I don’t ever want them to feel like they are settling.”

Jeff’s honesty and work ethic comes from a genuine interest in people and a strong desire to help them. Friends, clients, and coworkers alike, often remark that Jeff is the same person at home as he is in the office. “Be yourself,” he says. “Be honest. Never do anything for the commission check. If you make decisions based on what’s best for your client, then the reward will be much bigger than a check.”

His biggest challenge in real estate thus far has been trying to please everyone, while also being





everywhere at the same time. His passion for pleasing his clients, supporting his family, and not letting people down, has him working harder than ever. And the ability to gain new knowledge and experiences on a daily basis, as a REALTOR®, has him falling in love with his job every morning.

“I enjoy seeing the differences in people, and learning what they like and don’t like.”

The most rewarding part of real estate... “is the amount of trust people put in me.” It was one of the most shocking parts of the job when Jeff first began. “It’s such an important, and in most times the biggest, decision a person/family has to make in their lives. It’s just exciting to be a part of it and know they trusted me with it.” “You are selling, at times, people’s biggest asset. Something they were proud of their entire life (no matter what the price point).” For him, the job is about fulfilling his client’s trust, to hand off their most prized possession ... therein allowing a new owner to find theirs.

Even more so, he is driven by the opportunity to participate in a career field that allows him the freedom to essentially do whatever he wants. While working, supporting his family, and pleasing his clients, he is also able to give back to his community and make his family proud.

When it comes to supporting local community programs, Jeff focuses on all things kid-oriented. More recently donating to Bentworth Blessings, an organization in his hometown that fights child hunger in the community. The program runs alongside the public school system and began as a solution to help improve the local children’s ability to focus due to poor nutrition. He also actively supports several local youth sports teams, including baseball, softball, basketball, and golf teams.

When he is not helping his clients find their dream home or helping cultivate the lives of local youth, Jeff and his wife, Leigha, enjoy spending time with their three young children, Jeffrey Ryan Jr. (5), Ivan Davis (4), and Gavin Ray (2). When the crazy Pittsburgh weather permits it, they love spending time outdoors and can oftentimes be found riding their bikes, rollerblading, or swimming. “It’s the best feeling – coming home from hours of showings or writing deals and just jumping in that pool with my kids. Yes, my phone is always laying on the side of it (in risk of getting drenched), but there isn’t anything better than just being with my family after a long day. In the colder months, they enjoy ice skating, skiing, hitting up museums and traveling south to Florida.

Jeff is one of those rare people that chooses to dedicate their time to helping others and improving their lives. A generosity that we, as humans, oftentimes forget to gift to others.



“I enjoy seeing the differences in people, and learning what they like and don’t like.”