

# Jay Peet

Vice President

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***“Simply amazing! Jay knew all the 1031 rules and explained them in a way that made sense to us. We now work with Jay on every transaction.” — L&B Fargo***

With over 20 years success in the real estate industry, Jay Peet brings a deep well of knowledge, strategic insight and leadership to every client relationship. His professional journey has been shaped by rigorous, real-world training and a passion for excellence.

Peet began his real estate career with the nation's largest title insurance company, where he learned to proactively identify and resolve transactional issues—saving clients time, money and uncertainty. That experience led him to specialize in 1031 exchanges—ultimately becoming a Certified 1031 Exchange Specialist—assisting investors in deferring capital gains on more than \$1 billion in real estate transactions to date. He also received advanced training through the Certified Commercial Investment Group, further sharpening his ability to guide clients through complex commercial and investment opportunities.

In 2015 Peet rose to a leadership position as CEO of Keller Williams Realty covering San Luis Obispo and Northern Santa Barbara counties. During his tenure, he more than doubled the company's size and impressively led its ascension to #1 market share in agent count, transaction volume and total sales.

Today Peet serves as a single point of contact for all his clients' real property needs—whether an acquisition, sale, 1031 exchange or development opportunity. His mission is to provide clear, expert guidance and a seamless experience from start to finish.

Peet is proud to call the Central Coast home, having grown up on a cattle ranch in Paso Robles, and later raising his three children in the area. He remains active in the community through volunteer work with Family Care Network, CASA (Court Appointed Special Advocates for Children) and The Nature Corps. These commitments reflect his belief in giving back, and in helping others build strong, stable futures—both personally and professionally.