Joseph Weinzetl

BUSINESS OPERATIONS AND ENABLEMENT LEADER

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Executive Profile

Founder and former brokerage CEO with experience growing businesses, leading teams, and building recruiting, training, and technology systems. Led a brokerage supporting 190+ agents and 10 direct-report employees; increased annual transactions from approximately 800 to more than 1,000 between 2020 and 2023. Previously built a real estate team to 140+ annual transactions. Combines hands-on operations leadership with entrepreneurial product development and Marine Corps experience in data networks and career retention.

Core Expertise

Business operations • Training and enablement • Recruiting and talent development • Team leadership • Technology implementation • Workflow automation • Cross-functional execution • Compliance oversight • Digital lead generation • Customer experience

Professional Experience

SODL LLC

Founder and Real Estate Broker | 2023–Present

- Founded a technology-driven real estate platform designed to simplify the consumer experience and scale transaction operations through automation.
- Direct platform strategy and development across seller onboarding, customer portals, transaction workflows, compliance review, communications, and administrative operations.
- Translate brokerage requirements into digital workflows and operational controls; develop a flat-fee service model intended to support growth with lower staffing requirements.

Greater Midwest Realty Corp.

President, then CEO and Owner | 2020–2023

- Led a brokerage supporting 190+ agents and managed 10 direct-report employees across marketing, broker support, and operations.
- Grew annual transactions from approximately 800 to more than 1,000, an increase of approximately 25% or more.
- Oversaw approximately $350 million in annual transaction volume and $8 million in gross commissions generated at peak, before agent splits.
- Built an online recruiting funnel and personally recruited approximately 30 agents; delivered monthly in-person and virtual training for the organization.
- Directed development of an agent intranet for compliance submissions, contract review, buyer and seller resources, and productivity tools connecting income goals to transactions and prospecting activity.
- Hired a broker for daily agent support, handled escalated matters before attorney involvement, and oversaw technology implementation and team operations.
- Converted the agent-oriented office into a shared workspace business while leading brokerage operations; sold the brokerage in 2023.

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Professional Experience Continued

Sota Workspaces LLC

Owner and Operator | 2021–Present

- Established a shared workspace business by converting a traditional brokerage office into a multi-tenant workspace offering.
- Designed and built SotaWorkspaces.com and increased annual revenue from approximately $100,000 to approximately $300,000.
- Oversee organic lead generation, customer inquiries, contract review, and ongoing business operations.

Keller Williams | Freedom Home Team

Real Estate Agent and Team Founder | 2016–2020

- Founded Freedom Home Team and grew the team to more than 140 annual real estate transactions.

Greater Midwest Realty Corp.

Real Estate Agent | 2012–2016

- Began real estate career as a licensed agent before progressing into team leadership and brokerage executive roles.

United States Marine Corps Reserves

Data Network Specialist and Career Retention | 2009–2016

- Served in data network support and later career retention; completed Corporals Course and Sergeants Course leadership training. Honorably discharged in 2016.

Selected Ventures

Norloon | Co-Creator

- Helped establish a website and digital presence agency with my teenage son, offering custom website creation and redesign and Google Business Profile management for small businesses.

Ordle.ai | MVP Creator

- Created a restaurant technology MVP for my wife around a concept similar to Owner.com. Discontinued the project to concentrate on SODL; the experience reinforced conviction in technology that helps independent businesses grow.

Education and Leadership Training

Associate Degree | Anoka-Ramsey Community College | 2010

United States Marine Corps | Corporals Course and Sergeants Course

Professional Licenses

Real Estate Broker | Minnesota and Wisconsin • General Contractor | Minnesota