

Roger Smeltzer Jr, 39

BROKER/PRINCIPAL, VISION COMMERCIAL REAL ESTATE

Roger Smeltzer Jr. started Vision Commercial Real Estate six years ago as its only employee, but with a clear vision of what it could be. Now there are 15 employees and a portfolio of 135 properties covering retail, office and industrial. Catylist – a provider of commercial listing service technology – rated the company as the 10th largest retail leasing company in the Dallas-Fort Worth area based on square footage available.

His nominators talk about his 25-hour day and wonder whether he ever sleeps.

“Roger has grown in an industry sometimes focused too much on money. He has done this with honesty and a servant’s heart,” says Vision Commercial agent Jeff Marek. “He has passed that to each of the agents.”

That “servant heart” comment is not surprising when Smeltzer answered our question about an influential person in his life. He named Jesus Christ. “I know His name gets misrepresented,” Smeltzer said. “My life has taken so many amazing journeys in the last 13 years. I was miserable in a medical sales job when I accepted Him into my life.” Less than a year later, Smeltzer said, he met his sweetheart.

A year later, on a vacation, “I had a vision to develop impoverished communities – thus, the name of my company, Vision Commercial. My uncle, who had brokered a part of the Sea World land assemblage in Orlando and some hotels, suggested to go the brokerage route.”

“I’m not sure Roger knows what sleep is,” says nominator and agent Molly

MacEwan. “He is available any time of the day for his employees, always willing to help and open to suggestions on how to make things work more effectively and efficiently. Besides his employees, Roger is a wonderful husband and father to his wife and their four children. He makes it a priority to have dinner with them every night, even if it means he’s up until 1 in the morning and up again at 5 a.m.”

Michael Tran, also an agent and a nominator, praises Smeltzer’s leadership style. “I have worked for small and large companies,” he said, “and the leadership ... I have worked for does not match what I experience here on a daily basis. Nobody is a perfect person, and Roger accepts that and owns up to any mistakes he makes and I think that type of character is very hard to find.”

Smeltzer was born in Youngstown, Ohio, and moved to this area in 2003. He lives in Grapevine and holds a bachelor’s degree from Wichita State University and an international MBA from the University of Memphis.

– Paul K. Harral



Where did your first paycheck come from?

My first real estate paycheck was an industrial deal in Willow Park. I never actually met the client as we did all the negotiation over the phone. That entire check is now on my wife’s hand in the form of her engagement ring.

What movie, TV series, play or video game influenced you growing up?

I have my dad’s name so I’m a junior and my parents called me J.R. While growing up in Ohio, it didn’t help much that the series *Dallas* was in its

peak, so I’d say that show inadvertently had an impact. Only a twist of fate would later bring me to the Dallas-Fort Worth area.

What other profession would you like to try?

None. This is where I’ve been called to be and this isn’t my job, this is my passion.

What is your favorite song?

I Will Follow – Chris Tomlin
Forever Reign – Hillsong Worship

Tell us about your prop.
My family – the light of my life and my purpose.