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Zolotas to serve as partner at rebranded firm - Herrick Lutts Realty Partners

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Beverly, MA Nick Zolotas will serve as partner in the recently-rebranded real estate agency, Herrick Lutts Realty Partners.

Paul Herrick and his partners recently made the decision to part ways with Keller Williams, the brand which they had been affiliated with prior to February 1st. In so doing, the agency dropped the “KW” and re-designed its logo and signage, while retaining their same location at 5 Briscoe St. All of the present team, partners and agents, have remained with the newly-branded agency.

The Zolotas name is well-known in the business community on the North Shore. Zolotas’s family owned and operated Zolotas Hardware in Peabody for over 40 years, beginning with Nick’s grandfather and then being passed down through the family. The family sold the business in the early 2000s. In addition to the hardware business, Nick’s father founded Zolotas Brothers Plumbing and his mother founded and operated Zolotas Kitchen and Bath, beginning in 2004.

Zolotas went into the financial services industry initially upon graduation from Salem State University, where he earned a bachelor’s degree in Business Management. He also studied initially at Rollins College in Orlando, FL.

Zolotas served as a financial representative at Northwestern Mutual in Boston, and in 2016 made the decision to switch careers and he joined the Keller Williams affiliate that preceded the current firm. He made the transition from agent to partner in three years.

In this role in the new firm, he will help shape and guide the growth of the firm, along with fellow partners Paul Herrick and Peter Lutts. His real estate area of specialization is investment properties, both residential and commercial.

In the community, he is active on the Peabody Main Streets Economic Vitality Committee, which supports development of the community’s downtown area. He was also named “Rookie of the Year” by the North Shore Association of Realtors in 2018.

In his work with his partners, Zolotas and the team will continue to focus on long term relationships and being a full service brokerage and advisory firm.

He said that the agency has some ambitious marketing and outreach initiatives that they will unveil

over the next few months.

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