

**Julius Cousar Believes:**

**"You Cannot Survive In Business Without Caring"**

By Jalyne Strong  
Post Staff Writer

Charlotte realtor, Julius Cousar, was once a teacher. He taught at Alexander Street and Selwyn Elementary Schools and remembers how he loved the profession. While he taught days he also worked nights at the Post Office and it was at this job that he was first advised to go into real estate.

Cousar relates, "I was working late at the Post Office one night and my supervisor came by and asked why I was working so hard. I told him I enjoyed working. His reply was that I should use my energy to work for myself and began to explain the business of selling houses."

Not thoroughly convinced, Cousar, a graduate of Johnson C. Smith University, continued to pursue his first love, teaching. He decided to go on to graduate school and study School Administration. But when he learned that the projected salary for an administrator didn't compare to his expectation or the work involved he thought again about his supervisor's advice.

Another determining factor arose when Cousar began to realize the lack of black business persons in the community. "I bought a house before I went into real estate. And when I bought my house there were no blacks active in the real estate business," he explains. "Then I knew there was a real need for



**Julius Cousar**  
.....Successful realtor

them."

After completing a real estate course at Charlotte Business College, Cousar established Cousar Realty in 1966. He devoted his full time to the business in 1972 when he did quit teaching. Since, he's been successfully helping people to locate and purchase the homes of their choice.

The success of his business, says Cousar, is directly attributed to its

being a service to people. "The reward is helping people to do something they may not be able to do by themselves," he relates. He essentially puts forth extra efforts to help people who may have problems, such as credit problems, concerning buy-

ing a home. "Any problem can be corrected," assures Cousar.

"You cannot survive in business without caring," continues the realtor.

"There's more to it than making money. It's great to see someone else's dream come true.

"I get a lot of referrals because I see happiness and satisfaction," informs Cousar.

It's not all as easy as it sounds, he admits. There are stressful times involved in real estate. "Problems arise with locating and approvals," says Cousar. "And there can be some difficulties matching people's money with houses. People usually want more than they can afford."

But this Charlotte Post achiever has no qualms with dealing with the good and the bad. "I enjoy being in the people business," he concludes.

Cousar's other affiliations combine his enjoyment of working with people and his capacity for caring. He is a member of the Tax Board in Charlotte-Mecklenburg. This committee hears appeals from people who may, for instance, feel that their taxes are not justified. He is also on the Professional Standards Committee of the Charlotte Board of Realtors. "People come to

us when realtors don't treat them right," tells Cousar. Cousar is a participant of the Charlotte Multiple Listing Service Committee.

Married to Robbie and the father of three sons, Jamal, Derek and LeVaughn, Cousar relates that his hobby is "trying to play golf." It is the only leisure activity he has time for. "My busi-

ness is a 24 hours a day, seven days a week commitment," he claims.

Cousar is still expending the sort of energy he did years ago for the Post Office but this time it's for himself. He hopes to in the future expand Cousar Realty into developing property and increased management.

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