

EXECUTIVE AGENTTM

MAGAZINE

NICOLE MAZZOLA

Executive Agent of the Month

INSIDE FEATURES:

KIM DRUSCH
Century 21 Award

GORDON POLK
Allison James Estates & Homes

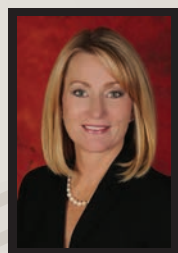
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EXECUTIVE AGENTTM MAGAZINE

Nominate a fellow REALTOR® to be featured in one of our feature stories; on the cover as *Executive Agent of the Month*, or as a special feature story. All candidates must be nominated by a real estate professional. The selection process includes a questionnaire, personal interview, reference check and final approval by the Advisory Council. Candidates are evaluated based upon professionalism, length of service and uniqueness of story, as well as industry and community involvement.



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NICOLE MAZZOLA

Executive Agent of the Month



By Lalaena Gonzalez-Figueroa - Ian Wiant Photographer

She grew up around the industry of real estate, but Nicole Mazzola has paved her own path to professional success. An ambitious self-starter with an entrepreneurial spirit, she represents her clients with a fierce sense of responsibility. “I don’t walk away from a challenge,” Nicole acknowledges. “I want to know that, throughout the course of a given transaction, I pursued every opportunity to achieve a successful outcome for my clients.”

As the daughter of seasoned commercial broker Ron Mazzola, Nicole learned that success in real estate is a hard-earned process. “My father taught by example,” she reflects. “He built his career through diligence, discipline and a strong work ethic. He continues to inspire me on so many levels.”

Nicole launched her career after earning dual degrees in International Business and Spanish at Trinity University in San Antonio, Texas. Before returning to her hometown, the San Diego native embarked upon an intensive study program in Seville, Spain. With a background in sales and public relations, she had established a solid platform upon which to build a thriving real estate business. Though

her father offered Nicole an opportunity to join him in the commercial arena, she was drawn to the relationship-driven nature of residential real estate. She earned her license in 2005 and quickly established herself as a dedicated agent with boundless determination.

A year later, Nicole was introduced to Andrew Arroyo, an innovative broker who was looking to expand his independently-owned office. There was, she recalls, an immediate connection with the top producer’s approach to business. “I loved his website and professional model and was intrigued by the success he had already experienced at such a young age,” she reveals. She aligned herself with the brokerage and has been thrilled with the benefits, particularly to her clientele. “We operate with a team mentality,” Nicole explains. “There’s a collegial environment here; our agents truly value our clients, and offer support to each other as needed to ensure consistent levels of customer care.” The close-knit group includes family ties: Nicole’s sister Megan went on to marry Andrew Arroyo and works as a highly-regarded Marketing Executive within the company. The brokerage utilizes technological tools and systems to maintain a position at the forefront of the real estate marketplace, proactively addressing changes and trends within the industry.

NICOLE MAZZOLA

LIKE FATHER, LIKE DAUGHTER



Nicole and her father Ron Mazzola



Nicole with her sister Megan and miniature dachshund Merriwether

Nicole, who was raised along the coast, offers buyers and sellers an insider's understanding of the regional market's unique vibe. While she specializes in marketing and selling coastal homes, she notes that her clientele spans ranges from first-time buyers to seasoned investors. "Every client has unique wants, needs and interests, and I tailor my approach accordingly," she says. "Real estate is a process; the closing of a home is really just the beginning of the relationship."

Her thorough market knowledge, patience and professionalism differentiate Nicole, who seeks to add value to every step of the real estate process. Client Lisa Detig sings her praises, citing her as, "Someone you trust implicitly and want to be around." Detig, who was referred to Nicole by a colleague, acknowledges that she was a challenging client. A busy attorney, she arrived at their consultation with a detailed spreadsheet of her wants and needs. Nicole, she notes, didn't bat an eye.

"I reevaluated my criteria more than once throughout the process, and every time I wanted to turn in a new direction, Nicole was there with me. My expectations were lofty: I wanted to work with an agent who offered a high level of market knowledge, professionalism, and dedication to me. She consistently went above and

beyond, remaining patient and enthusiastic during our search for my perfect home."

The experience took time, but Detig successfully closed on the right property. Nicole, she asserts, was instrumental in the process. "She was communicative and proactive; she made it happen." Detig has become a loyal client who appreciates Nicole's "perfect blend of competence, professionalism and compassion." She adds, "I have recommended her extensively, and will never work with another agent."

She employs the same level of care and commitment to her selling clients. Nicole reveals that she adheres to a comprehensive and systemic process before listing a property. "I want to take the measures that will maximize results," she says. "This is critical, even in a busy market where homes are selling." Her clients consult with a professional stager, who offers suggestions on how to showcase each home's unique features and improve curb appeal. She encourages sellers to leverage their positions through home inspections. "So often, changes and improvements made before the home is listed will increase value," she observes. "When the home does go on the market, we're prepared."

A A R E

While preparation helps to facilitate smooth transactions, there is no predicting the occasional challenge that may arise. When issues do surface, Nicole handles them deftly. “We work through them,” she states. When necessary, she calls upon her expansive professional network, which includes lenders, repair specialists, escrow and title service providers and other agents. “I definitely exhaust my resources before conceding,” she smiles. “I am committed to doing what it takes to close for my clients.”

Her dedication has earned Nicole the trust and loyalty of a growing clientele, and has made an indelible impression on her industry colleagues. In the competitive arena of high-end real estate, savvy professionals understand the importance of earning their peers’ respect. “Maintaining solid relationships with other agents has been an invaluable asset to the success of my business and my clients,” Nicole reveals. “I’m fortunate to have the opportunity to engage with a great referral network of partner agents within our region and around the country.” Last year was a record year for Nicole with over \$13 million in sales and she has goals to continue that success.

Maintaining a productive and successful real estate practice requires a sense of balance, and Nicole creates downtime through volunteerism and travel. An active participant in local charitable organizations, she is also proud to have been elected to the board of her community home owner’s association. She recharges through her church and faith, as well as with family and her miniature dachshund Merriwether. Nicole is also an avid traveler who revels in the opportunity to explore foreign lands and delve into new cultural experiences. In addition to her extended time in Spain she has visited India, Greece and the Middle East, with new journeys on the horizon.

Nicole continues to thrive professionally and personally, exuding an inimitable sense of enthusiasm and purpose. “I love what I do,” she smiles. “Connecting with great people, understanding who they are and what they’re about, and assisting them in achieving their goals is incredibly rewarding. I give it my all and look forward to continued success.”



Nicole with Broker/Owner
Andrew Arroyo



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“Nicole is the perfect trifecta of excellent professionalism, real estate market and process knowledge, and responsiveness that every agent would be lucky to possess. I received compliments about Nicole from both the escrow office and my lender as to her attention to detail and responsible communication with each. They both indicated that they felt her services stood out from other agents they had worked with and that I

“Nicole is the perfect trifecta of excellent professionalism, real estate market and process knowledge, and responsiveness.”

was lucky to be working with her. I agree! She also thinks outside the box and is very skilled in anticipating my needs, before I even realized I would need or want more information or help during any particular step in the process. Yet she does so in an incredibly gentle and helpful manner and without being overbearing. She is properly assertive when the situation demands but not overly aggressive in trying to “sell” me on a particular home. She possesses a wonderful intuition in being able to read her clients and their needs and the ability to serve them in a way custom tailored to their particular personality. I usually go by the mantra “If you want something done right, do it yourself”. She is one of the few people I’ve come across in life both personally or professionally that I trust implic-



itly to parse through information, give me what I need to make a good decision, and to protect my interests in the process. It is so nice to be able to rely on a partner like her with whom to navigate the sometimes overwhelming and stressful nature of a home purchase.”

- Lisa Detig
*Eurus Energy America Corporation,
Development Counsel*

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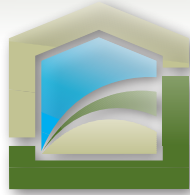
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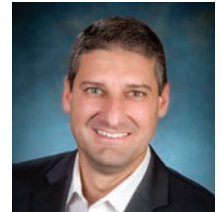
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KIM DRUSCH



Kim Drusch has been working since the age of 14. After running a successful hotel liquidation company with her father she stumbled into a career in real estate. Yet for Kim, there is no such thing as a coincidence. She's a big believer in intention and that what you put out there is what you get back. As a REALTOR® she's committed to helping people find and sell their homes and has become a leader for many of the innovative marketing and social media strategies she's used to build a successful business. "If you work hard, you can succeed at anything," says Kim.

Originally from the Midwest, Kim knows the value and rewards of hard work. At the age of 14 she started working for her father's hotel businesses and created a successful career path for herself. She spent years buying and selling liquidated hotel furniture which included negotiating lease space for the business. After running the company and eventually selling it, Kim took a few years off before deciding to go back to work.

"If I can negotiate and sell hundreds of rooms of furniture, I can sell a house," shares Kim about her decision to go into real estate. She earned her license in 2005 and went to work for Century 21 Award where she still is today. "I knew right away that it was the best fit for me," says Kim. "I really aligned with the vision and future of the company and knew I was in the right place."

During the second year of building her business, Kim made a decision that changed her career and more than quadrupled her business. She hired a coach and her mindset and business blossomed from there. "I don't think people realize what it takes to launch a business," says Kim. "Hiring a coach gave me a roadmap to where I was going and it was helpful to connect with him daily to make sure I stayed on track." The biggest lesson she learned is that everything must be done with intention. "I made a goal every day to do various activities that would build my business and what the specific outcome would be," adds Kim.



DESTINED TO SUCCEED

By Julie Brown

Kim's marketing strategies have captured the attention of not only a growing client base, but many of her industry peers. She created "Kim's Inner Circle" which focuses on inviting a limited number of buyers to connect with her directly to meet their real estate goals. "Too many people were chasing the Internet getting outdated information and missing out on great opportunities," explains Kim. "The inner circle is all about providing the personalized service that many people are missing."

She took her inner circle to the Internet with You Tube videos and hired her daughter Natassia to come up with a social media strategy. Her efforts were acknowledged by speaker and trainer Tom Ferry and also gained the attention of many other REALTORS®. Kim has also been featured in several MSN articles for her real estate marketing efforts. "It was really exciting to set an example and have people following me to see what I was doing," adds Kim. "I've been able to connect with so many other real estate professionals to share ideas and learn from them as well."

Creating a positive reputation for herself and her business are crucial to Kim's success. "It's unfortunate that REALTORS® don't get the same credibility as lawyers, doctors or accountants," says Kim. "People trust us with the biggest decisions of their lives so we really have to

step up. You have to be knowledgeable, follow through on what you say and do your homework." She also feels that having the right mindset and positive attitude have benefitted her and her clients. "I follow the law of attraction and feel like what you put out there is what you get back." Adds Kim, "I ask the universe to bring to me people that I can help and am lucky to have such great clients."

Kim spends a lot of her time working on her business and has big growth plans for the future. She has four kids and two of them are working with her in real estate. She also recently hired a buyer's agent so she can focus on listings and staying educated on market trends. "Real estate is like the wild west," shares Kim. "It's always changing so you have to work really hard to stay on top of everything."

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BELIEVE IN WHAT YOU SELL OR YOU WON'T SELL IT...

I recently went into a store that sells expensive ergonomic furniture. I asked the price of a particular lounge chair. "About a thousand," said the salesperson. "About a thousand?", I questioned. "Around that." I was browsing some other choices when she went over to help someone who had just come in.

He was looking at ergonomic pillows. I heard her telling him all about these \$50 pillows: how the shape was good for your neck, what the interior material was composed of, about the hypoallergenic covering. She was selling this pillow as though it were a ...well, as though it were a thousand dollar chair.

If you don't believe in what you sell, you won't sell it. Or at least, you won't sell it frequently as you should. How can you possibly become comfortable selling a home for \$750,000, when you think anything beyond the minimum essentials is extravagant? If you think what you're selling isn't worth it, that's what will show when you try to get someone else to buy it.

There is a way to overcome this. Start looking at things from the customer's perspective. There are plenty of people who will buy a home that costs \$750,000. As a matter of fact, there are people who will pay more than they have to just for the prestige value or because of an emotional need to own a certain house. People buy things for many other reasons than price. You don't necessarily have to figure out every customer's motivation. Just understand that location, design, status, and comfort are all reasons people will spend more money on a home.

Look at your inventory and mentally note or write down all the reasons someone would want to own each property at the price it is marked. When a customer asks about a particular house, find out if any of these reasons are important to them. Then sell by focusing on that reason.

A \$1,000 chair may have seemed a luxury to my salesperson. But to someone in pain from a bad back, it would be well worth it. Seeing it in that perspective, the salesperson would have felt comfortable selling that chair at that price.

Every house on the market is there because there are people who will buy it. If there is not a niche who need a certain house at a certain price, it is taken off the market. This goes for extravagantly priced luxury homes as well as cut rate "fixer uppers." Don't second guess your customers. Sell according to their wants and needs, not yours.

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WRITTEN BY PAM LONTOS



“Years of successfully matching people with the right property has resulted in a long list of loyal referrals. The dedication I have for my clients is my utmost priority. Having spent over a decade in the creative field of art direction, design, and building for the film industry, has been beneficial in helping clients envision a property’s potential. With an eye on the future, in 2009, I became accredited with The National Association of Realtors’ ‘Designation of Green’. I am a member of the Green Task Force and I work annually for ‘Habitat for Humanity.’”



GORDON POLK

A KEEN EYE FOR REAL ESTATE

By Julie Brown

Gordon Polk was working in real estate long before he ever officially sold his first home. With a background in film design and production, he has always had a keen eye for envisioning the potential of a property. That's why many friends leaned on him for his opinion on homes and he always seemed to keep abreast of what was happening in the market. Gordon has spent the last decade translating that personal passion and hobby into a career as a successful real estate agent with Allison James Estates and Homes.

"I enjoy looking at properties and seeing all of the design possibilities from the landscaping to beyond the walls inside a home," shares Gordon. "After giving my opinion and even helping many people to find the right home, the timing just fell in place and it made sense to make real estate my official career."

Gordon is a California native whose love of theatre and art led him right to the entertainment industry. He spent 20 years working in film design and production with a major film studio and as an independent freelancer. He even opened his own antique store in Los Angeles for a few years as well as a moving and shipping services company for fine art and antiques.

Eventually Gordon decided it was time to channel that passion and talent into a real estate career. "I've never been an office or cubicle kind of guy," says Gordon. "I enjoy getting out and working with people, being creative and finding bargains. Real estate allowed me to combine all of my interests and skills into work that I enjoy doing. It's the best of both worlds."

Gordon earned his real estate license in 2004 and went to work for a few different companies before joining Allison James Estates and Homes. "Many companies promised lots of stuff, but never delivered on any of them," shares Gordon of his journey to find the right company fit. "Allison James is well run and offers great support while still giving me the independence I need to build my business."

Only a few years into building his real estate business, the recession began. Gordon was able to survive the tough years by coming up with a strategy and sticking to it. "I decided that I needed to learn everything I could about short sales and develop good relationships with the bank negotiators," explains Gordon. He even referred his first short sale listing to an experienced colleague, but learned

everything he could from the process. His strategy paid off as he was able to close 100 percent of his short sale listings and purchases and sustain his business during those challenging years.

Gordon's personal real estate experiences, both good and bad, have shaped the way he runs his business and treats his clients. "I'd never pressure someone to make an offer or settle in a home that I know isn't right for them," says Gordon. "I'm helping people to make one of the biggest decisions of their lives. There isn't one strategy or timeline that works for everyone so you always have to be open minded, patient and flexible." He even recalls that after he purchased his first home the agent handed him the keys and left him on his own. "My wife and I just sat on the floor to look around and take it all in," adds Gordon. "We needed that moment and that's one I'm always sure to give to all of my clients."

When he's not building his business, Gordon enjoys spending time with his two children as well as surfing and camping. With a green designation from the National Association of REALTORS®, Gordon has a passion for helping clients find sustainable homes and hopes to build his own eco-friendly home from scratch one day.

"I'm really motivated by helping other people to make the big decision of buying or selling a home and it's very rewarding to be part of that process," shares Gordon. "The best part is that no one can tell me when it's time to retire. I can keep doing this as long as I want."

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WRITTEN BY JOEANN FOSSLAND

TAKE TEN

SIMPLE TIME TIPS

All of those unfinished projects or areas you know you should be doing subtly drain your energy. Do you put off projects you know would make a difference because you simply don't have the hours to set aside to tackle them? Getting done the things you are tolerating or dreading doing (but you know you need to!) frees up that energy. What are you putting off or feeling guilty about? Resolve to start to tackle them with baby steps.....

Borrowing Mark Twain's wisdom: "The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one" can spur you into taking action. And, some times, it's the little things that make the difference. So, instead of wasting a small window of time, use it to take a forward action. You'll be surprised at how even 10 minutes a day will add up. After all, it's nearly an hour a week or 52 hours in a year.

Here are 10 ideas to start with:

1. Take 10 to attack the disorganization on your desk
2. Take 10 to call a past client and connect with them
3. Take 10 to catch up on reading or on newsletters from your email
4. Take 10 to enter financial data
5. Take 10 to walk around the block or exercise in some other way. Do this a few times a day and you'll get in that recommended 30 minutes a day of exercise!
6. Take 10 to surf the web and catch up on what the competition is doing or find a new idea to serve your market better

7. Take 10 to call someone important to you that you haven't talked with in a while because you've been so busy

8. Take 10 to learn something new on your real estate software

9. Take 10 to relax, deep breathe and get re-centered

10. Take 10 to laugh and lighten up

Now.... make your own list. Then print it out and keep it somewhere that you'll see it. Pick at least 3 a day for the next week and then assess how you are feeling about making progress. This is a great way to attract new business in because you are clearing the plate from the energy drainers and it frees up space for the new stuff!

Ernest Hemingway said, "Now is no time to think of what you do not have. Think of what you can do with what there is."

Joeann Fossland, GRI, LTG is a Master Certified Coach, national speaker, trainer, who works with highly motivated people that want to excel in business while having a life they love. Joeann created The Real Estate Game™, a daily motivational accountability call that is played in a game format for 4 weeks. She also writes a monthly newsletter and hosts free teleconference calls. For information about Joeann's presentations, coaching and consulting services, contact the Frog Pond at 800.704.FROG(3764) or email susie@frogpond.com; <http://www.frogpond.com>.

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HOW TO MAKE YOUR VISUALIZATIONS A REALITY

Visualize your success is something we hear a lot of these days. However, we don't always know how to make our visualizations powerful enough so that they become a reality.

Myth: "I'll believe it when I see it"

Fact: "You'll see it when you believe it"

The first step in any visualization process is to believe that you can have it. As an example, let's consider success in your real estate career. Before beginning to visualize your success, you need to believe that it can happen. As Henry Ford once said, "Whether you believe you can or you can't, either way, you are right."

If you have trouble believing that it can happen, then most likely you are experiencing some self limiting beliefs that need to be cleared.

Once they are cleared, begin visualizing yourself a year from now doing the following: Doing work you love. Working the ideal number of hours per week you want to work. Working with your ideal clients, i.e. what characteristics do you want them to have? Earning your ideal income (pick a figure that is realistic and optimistic)

Here's a typical example of what you might come up with: "I want to earn \$300,000 a year, working no more than 40 hours a week, and I want to work with people who are positive decisive and committed." Great, now you are crystal clear on your desired outcome.

Next, put yourself inside of this visualization, and feel what it feels like. Take a few minutes where you can be alone, close your eyes and live the visualization, as if it's happening right now. What does it feel like? The more you breathe the more you are available to feel the positive feelings.

What positive feelings come up for you? Most people report feelings like: confidence, fulfillment, security, peace, energy, joy, safety and so forth. Please note that by adding the feelings to this visualization, you are

energizing your vision. Without this essential step, your visualization falls flat.

Here's another helpful hint: picture your visualization, as a moving picture, not a snapshot. For example, visualize yourself going to the home of a prospective client and giving your listing presentation. Move it forward. See and feel them signing with you. Imagine finding a buyer easily and effortlessly. Visualize the look on your client's faces as you present them with a flawless offer.

The final step would be to imagine yourself with the check in your hand, your name on the check and the exact amount. Here's the key, imagine your desired outcome as if it had already occurred, with all of your senses involved.

Just to recap:

To make your visualizations powerful and effective, do the following:

1. Believe you can have it
2. Put yourself inside of it and feel it
3. See the visualization as a moving picture, not a snapshot

Follow these steps and watch your visualization become a reality.

Dr. Maya Bailey, author of, Law of Attraction for Success Minded Professionals, integrates 20 years of experience as a psychologist and 12 years as a business coach with her expertise in the Law of Attraction. Her powerful work creates a success formula for success minded professionals ready to double and triple their incomes. Get Dr. Maya's free report, 7 Simple Strategies For More Clients in 90 Days, by visiting www.90daystomoreclients.com. © 2010; Dr. Maya Bailey. All rights reserved. For information contact FrogPond at 800.704.FROG(3764) or email susie@FrogPond.com; <http://www.FrogPond.com>.

A close-up photograph of a woman with brown hair, wearing a white collared shirt and a small diamond earring. She is holding black binoculars to her eyes and looking upwards. The background is plain white.

Written By
Maya Bailey

PLANTING POSITIVE SEEDS...

WRITTEN BY SUSANNE GADDIS

In a room of fifty participants, Katie was one of the quiet ones. I could tell she was with me, by the way she nodded frequently and the way her eyes followed me around the room. Still, all morning she hadn't said a word. The discussion that day was about the characteristics of people who are ego boosters and ego busters.

After covering ego busting behavior such as being overly critical, being a micro-manager, and gossiping, we progressed to discuss people who always seem to be in a bad mood. Suddenly, Katie's hand shot up. She said, "I was in a bad mood once." She followed with, "for about a year. And I remember the day I snapped out of it."

Katie said she was incredibly sour-spirited that day. She hated her job, she was mad at the world, and she wasn't afraid to let others know exactly how she was feeling. That day, when I came home, she said, "my Grandmother greeted me at the door. Seeing the scowl on my face, she sat me down, looked straight at me, stuck her finger in my face and said, 'Katie, I love you. But if you keep spitting negative seeds, you're going to walk in an awful ugly forest one day.'" To make sure it would sink in, she repeated herself. This time she spoke slower, putting emphasis on each word, "If you keep spitting negative seeds, you're going to walk in an awful ugly forest one day."

As tough as it was to admit," Katie said, "Grandma was right."

Katie was well aware that she had been spitting negative seeds. She knew that what she was doing wasn't working, and yet she, like so many others, continued her negative behavior. The result was that Katie was having to walk daily down the path that she'd paved herself – one that looked less and less like the life she truly desired.

Grandma's advice may very well be some of the best I've ever heard. In my opinion, it is advice worth committing to memory and sharing with others, because it can have a profound impact on the way that we choose to behave.

With every word and every action, we are either building a relationship up or tearing it down. We are either planting a positive seed or planting a seed that will grow up to block the sun one day.

Knowing this, how can we share words intended to intimidate and harm an individual and expect for them to react with kindness and consideration? How can we criticize, belittle, lie, manipulate or be sarcastic without expecting an equal and opposite response? Similarly, how can we with our actions -- ignore others, show up late or not at all, wear a frown, roll our eyes, grit our teeth in anger, and not expect others to respond in kind? The answer is – WE CAN'T.

We are all gardeners of our own life. What we sow, we will one day reap, so we need to choose our seeds wisely. Of course, the flip-side of Grandma's advice is, "If you keep spitting positive seeds, you're going to walk in a beautiful forest one day."

What will you choose? What seeds will you plant? It's your choice. Think about it.

Susanne Gaddis, Ph.D., known as The Communications Doctor, has been speaking and teaching the art of effective and positive communication since 1989. Gaddis' workshops, seminars, and keynote presentations are packed with tips and techniques that can be immediately applied for successful results. Gaddis also provides quality training and executive coaching for organizations, corporations, and associations across the United States. © 2008, Susanne Gaddis. All rights reserved. For information about Susanne's Keynote Presentations or Executive Coaching, contact FrogPond at 800.704.FROG(3764) or email Susie@FrogPond.com; <http://www.FrogPond.com>



By Lalaena Gonzalez-Figueroa

An enigmatic real estate professional with a knack for sales and marketing, Alex Vargas offers his clients the knowledge and commitment they need to successfully navigate the complexities of today's transactions. His client-centric focus drives every aspect of his business; Alex thrives in the opportunity to assist individuals in successfully achieving their goals.

He was working in sales and marketing when Alex was recruited into the lending industry in 2001. With a strong work ethic and a relationship-driven approach, he diligently grew his business. Eventually clients were coming to him for assistance beyond their home loans and refinances, and Alex began to assist them

in purchasing and selling their homes. "I was already licensed," he explains. "I loved the process of scouting out real estate and negotiating those transactions as well."

As the market transitioned, Alex recognized the need to dedicate his efforts to one facet of the industry. "I enjoyed the financial element of my business," he recalls, "but felt that I was best suited in the field." The benefit to focusing on real estate sales was that he was able to utilize his lending background into his work with buyers as well as sellers. Today, Alex works closely with his clients and his industry colleagues to ensure that transactions run as smoothly and seamlessly as possible.

ALEX VARGAS



EXPERIENCE MATTERS

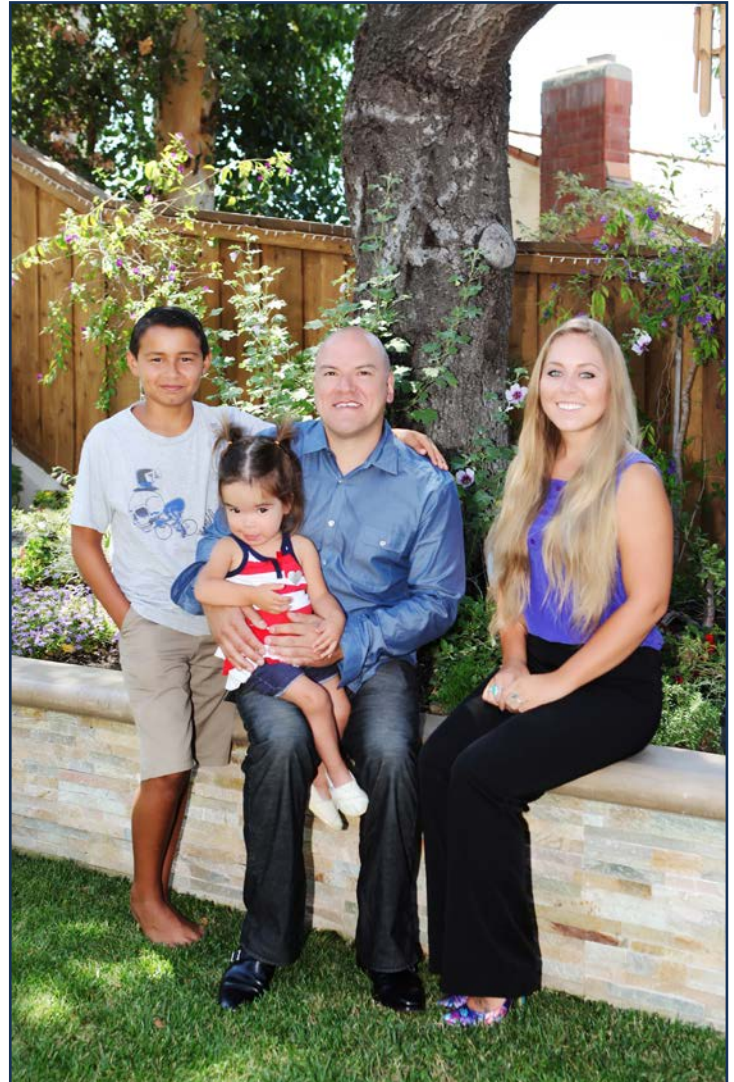
As a buyer's agent, Alex shares his intimate knowledge of the region to assist his clients in finding the homes and communities that meet their unique needs. "I grew up in Irvine, and am well-versed in the area's tracts and resources," he says. "I'm able to provide my buyers with information that addresses their questions and concerns." While he no longer handles the mortgage element of the purchase transaction, Alex is able to act as a liaison between buyers and their lending specialists, ensuring that communication flows between all parties. "I'm better able to prepare my buyers for the process of buying a home because I know what they need," he asserts. "It's beyond obtaining a preapproval letter; I take the steps up front to best position them for success later on."

His sellers appreciate the professionalism with which Alex handles his business. He is thorough, committed to ensuring that every detail is managed with precise care and attention. An astute negotiator, he advocates on every client's behalf, working tirelessly to achieve a positive outcome in every sale. He is also well-connected, tapped into a network of qualified specialists and service providers including photographers, stagers, and home contractors. "My homes show beautifully because we invest in the process of preparing them for sale," he notes. "Then we maximize their exposure to prospective buyers through comprehensive print and online marketing and advertising."

Supporting Alex's efforts is an extended team of professionals including trusted title, escrow and lending specialists who offer his clients outstanding customer care. The family man also appreciates the assistance of his daughter Natasha.

Alex works with residential buyers and sellers as well as real estate investors. He is well-versed in fix and flip properties as well as wholesale purchases. "I think outside the box," he acknowledges. "That allows me to meet the needs of a diverse clientele." A certified Short Sale Specialist and Certified Probate Real Estate Specialist, he is skilled at managing transactions involving probate, trusts and conservatorships. Alex is also bilingual; the first generation born to Costa Rican parents, he is able to assist individuals who are more comfortable speaking Spanish.

Mike Capo, who has bought and sold with Alex, appreciates his friendly professionalism. "He treats you like a person, not a client," Capo explains. "Alex is easy to work with and has consistently listened to my wants and needs." He adds, "My wife and I liked



that Alex took our requests to heart, and made us feel like partners in the process of buying our home. He communicated with us to ensure that he understood our goals, and helped us achieve them."

Alex looks forward to continued success in the field, and to assisting his clients in achieving their real estate goals.

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I'm frequently asked how I can be so productive in the business world and still have time for my personal and family life. The answer is that during my frequent travels I am an absolute "workaholic." When I get home I am then free to do things with my family and enjoy my personal life.

As I write this, I'm returning from a speaking engagement in Memphis. On the flight to Memphis I spent the entire time planning the presentation I was going to make. While there I was busy but still managed to read for an hour before bed. On the return trip I wrote notes for articles. I started dictating this article before I left Dallas and later gave it to my Executive Assistant, Laurie Magers. On the way home I stopped by my office, picked up my mail and headed home to take my wife to lunch. After lunch my son and I, along with a friend, played 18 holes of golf. After the golf game my wife and I had a long, quiet dinner, during which she had my undivided attention.

I give you these details to emphasize the fact that concentrating on my profession (job) when I'm away from my family enables me to focus on my family when I'm with them. This approach allows me to be more effective in both areas. It will do the same thing for you. Roger Staubach told me that he made his best grades at Annapolis during football season. His time was so limited because of football that he quickly learned to utilize every moment and focus on the task at hand to reach his objectives and to maintain his standing at Annapolis. Buy this approach and I will SEE YOU AT THE TOP!

Zig Ziglar is a beloved author and America's motivator. He is the author of 25 books and offers training and consulting to organizations all across the globe. To learn more about Zig and his business visit his website at www.ziglar.com

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