

# REAL ESTATE

## CONTACT US

The Real Estate and Home Guide sections in the Sunday editions are produced by Sentinel Media Services, a content provider, specifically for The Chronicle.

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## SOUND OFF

# What advice do you have for a Realtor looking to start their career?



When it comes to a career as a Realtor, an important thing to consider is which brokerage firm you want to join.

Name recognition, while not a must, is very important for a new agent who is building their brand and client base. I would recommend a brokerage firm with excellent training, a great marketing platform, I.T. support and a dedicated legal department.

Choosing an experienced managing broker who will take a sincere interest in your success is a must.

I also recommend picking a neighborhood and becoming an expert in that neighborhood. Work that “farm” consistently with monthly postcards and newsletters, as well as your past client list.

A strong entrepreneurial drive, a willingness to work nights and weekends and thick skin to handle rejection are all essential to becoming successful in real estate. Good training, marketing support and management can help you succeed, but it’s up to you to build your business and learn your craft.

This is an investment in your future and with a career that you’ll love. I have always been affiliated with a large brokerage firm which has served me well and created lifelong friends!

*Jeff LaMont, Coldwell Banker,  
650-740-8808, jeff@jefflamont.com.*



During times when our local real estate market is booming, and it appears that being a Realtor is an easy job requiring minimal effort in exchange for large salaries — think reality shows like “Million Dollar Listing” — the question asked periodically is, “What is really required to be a good agent?”

Our profession is an important one, helping people navigate the challenges of one of the biggest financial and emotional decisions they will choose to make.

We must listen carefully and clearly understand their needs and hopes.

We must put our clients’ needs above our own, truthfully advising them along the way, keeping them in alignment with their goals.

We must commit at a high level to utilize our experience and knowledge to do everything we can to ensure the highest and best outcome for all.

If helping people “find their way home” and all that it encompasses is appealing, then a career in residential real estate sales just might be a good fit for you.

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First, understand that any and everyone who has become “successful” as a Realtor has put in a lifetime of work.

Everyone will tell you that you will need grit, but make sure to pair grit with wit.

Figure out who you want to become over the following five years and then work in reverse. Create milestones and identify the steps it will take to reach those milestones.

Do the heavy lifting no one else wants to do.

Be consistent.

Recognize your milestones.

Most importantly, smile and enjoy the process — after all, people become Realtors to change their own lives, and what one will find is that one has the unique opportunity to change their clients’ lives and as a result, they will elevate yours.

Put in the work.

*Wallace Chane, METIS Real Estate, Inc.,  
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## JUST APPROVED

# Community support program helps teacher buy her first home

### Mortgage advisor:

Dominique Stevens, Mayfair Mortgage Advisors.

**Property type:** Single-family home in Brentwood.

**Appraised value:** \$850,00.

**Loan amount:** \$807,000.

**Interest rate:** 2.75%.

**Loan type:** Conventional, high-balance conforming.

**Backstory:** We were referred to a local high school teacher, who was looking to purchase a home in Brentwood, by her Realtor, who is a member of the “Homes for Heroes” program.

The program is extended to those who work tirelessly to support the community. Folks like teachers, emergency responders, active and non-active military, and health care workers are eligible.

The first step was to determine how much she had to put down on the home, and how much her income qualified her for. With that information, she decided to target a purchase price of \$850,000 with a 5% down payment.

Through our affiliation, our brokerage was able to contribute to her closing costs and to pay for her appraisal. Her Realtor was able to contribute some of the agent commission back to help with closing costs. Our client located the right home, and her offer was accepted.

With a significant contribution towards her acquisition cost, our client was able to close her home loan in 25 days, at which time she was given the keys to her new home.

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## Want to contribute to Sound Off?

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