

SOUTHERN CALIFORNIA EDITION

# TOP AGENT

MAGAZINE

## BE THEIR REALTOR® FOR LIFE:

How to Build a Relationship with Your Clients that Will Last a Lifetime

How to SPEED UP FIRST-TIME HOMEBUYER TRANSACTIONS

UNCOMMON CONTACT:



CONNECTING WITH CLIENTELE THROUGH SOCIAL MEDIA

COVER STORY

# OLGA LAVALLE

FEATURED AGENTS

AMIR KHADIR  
TAYLOR NORTH



# OLGA LAVALLE

*Top Agent Olga Lavalle of Douglas Elliman of California specializes in all Coronado, but is an expert in Coronado Shores.*

Olga Lavalle came to the real estate business from a successful career in communications in Mexico. She was a news anchor and an editor-in-chief of five magazines, as well as working in other

roles in TV, Radio, and Cinema. In 2003, after moving to the US with a one-way ticket and her two young kids, she worked with her mom in Real Estate for 14 years until Olga joined Douglas Elliman of



California in 2019. Her excellent communication skills and deep connection to the community give her a unique ability to serve her buyers and sellers. She is fluent in Spanish, English and French.

Olga specializes in all Coronado CA, but is an expert in Coronado Shores. It is a

place that is near and dear to her because when she was growing up in Mexico her family had a second home here. “I know it by heart,” Olga says of Coronado. “I’ve always loved this place, since the early 80’s. I actually grew up with a lot of my friends, that have now become my clients.” Almost 85% of Olga’s business comes from repeat and referral clients, and she attributes this impressive rate to her deep familiarity with the community she serves. “Since I grew up with a lot of my clients, they trust me and know I am an honest, caring person. I put a lot of love and hard work in what I do. I love to see my clients ride their bikes here in the summer with their families and get to experience the Coronado quality way of life.”

Staying in touch with past buyers and sellers is a priority to Olga. Many of them follow her Instagram account, @olgalavallerealtor, which keeps them up to date. She also makes sure to reach out directly to them at regular intervals sending them local information and the list of ALL units for sale at “The Shores,” since many of the people she works with end up being repeat clients.

When she markets a listing, Olga makes use of the resources she has access to through Douglas Elliman. “As an agent, I have huge support nationwide from Douglas Elliman as well as International,” she says. “That allows me to reach other



areas as well.” In addition to advertising in local newspapers and magazines, she also advertises on social media including Facebook and Instagram, which allows her to reach an even wider range of potential buyers and sellers.

Olga’s connection to her community includes being active in local civic life. She has been involved with the Coronado Rotary Club, and she also volunteers with local communities and helps a school in Tijuana for



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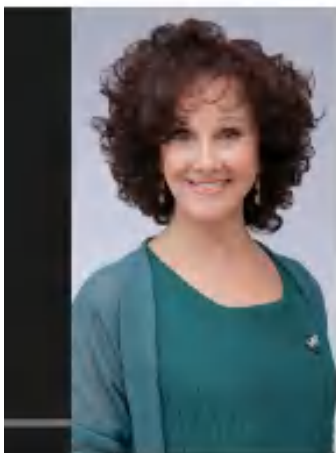
underprivileged kids. When she is not working or giving back, she loves spending time with family, knitting, walking, yoga, going to the movies, enjoying the beautiful Pacific Ocean, and reading.

In the future, Olga plans to grow her business with human administrative resources and concentrate more on the human side that she loves so much. "My favorite part of real estate is meeting and helping



people,” Olga Lavalle says. “Ninety percent of my clients have become my friends, and I’ve gotten close with them over the

years. I love communicating with my clients, and I love serving and being able to help in any way I can.”



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