

TOP AGENT

MAGAZINE



Cheryl Malone

Cheryl Malone grew up surrounded by the real estate business. Her parents were property investors, and Cheryl has had an interest in homes since she was a young girl. “When I became an adult, my parents encouraged me to buy my first home, which I ended up making an investment property. I continued buying more, year after year, until I finally decided that being a REALTOR® might be the perfect career for me. I got my license and here I am almost 30 years later.”

Fifteen years ago, Cheryl moved to Oregon. She joined Windermere Van Vleet & Assoc, where she has quickly made a name for herself as one of the area’s top producing agents. Cheryl became a Million Dollar Club Member and was ranked 31 out of 855 REALTORS® in 2014.

Key to Cheryl’s remarkably long and successful career has been the unsurpassed customer service she offers her clients. “I’m really big on communication, always getting back to my clients and making sure all of their questions are answered thoroughly. I’m also not a pushy salesperson, I take a more relaxed and educational approach when it comes to dealing with clients. I want them to have all the knowledge they need, so they feel comfortable making their own sound decisions.”

Her experience as a long-term real estate investor has given her another unique edge. “Because of my background, I have a great understanding about what needs to be fixed when selling a home, everything from minor staging to major repairs. I’m able to explain fully to my clients why it’s important, so they can feel good about spending money to get a higher profit in the long run. I’m also great at helping people see the value of becoming investors themselves, helping them look down the road, when these investment properties will eventually allow them to have a nice retirement. A lot of people are intimidated by the idea of being a landlord, so I’m able to show them that it’s not as scary as it might seem and the benefits are too great to

pass up. I’ve been doing this a long time and am very skilled when it comes to looking at the big picture.”

Although she truly does it all, from helping first time homebuyers, investors, foreclosure sales and enjoys working with sellers, Cheryl has a special affinity for working with clients who are relocating. “There’s a lot of people relocating here and because I went through it 15 years ago, not only do I relate to what they’re going through, I’m good at honing in on what’s important to them in order to find not only the right home, but the area that complements their lifestyle best as well.”

In addition to her busy career, Cheryl supports several charitable organizations, such as Habitat For Humanity, the Humane Society, Coats for Kids and the High School Equestrian Team.

Cheryl would like to continue to see her business grow, but maintaining the level of customer service that she has built her reputation on will always be her top priority. “Whether it’s a first time home buyer or a longtime investor, guiding a client through the process, seeing them happy at the end of the transaction and knowing you helped them achieve their goal is very rewarding. I’ve been doing this for a long time, and it’s a great feeling to still love what I do.”



For more information about Cheryl Malone of Windermere Van Vleet, visit www.cherylmalone.com call 541-951-1960 or email sellingoregonhomes@gmail.com

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