

TOP AGENT MAGAZINE



Gina Bany

For broker Gina Bany, being in real estate was always a lifelong dream. Prioritizing her family, she did not get into the business until 2008, when her sons were raised and in college. Once she was finally able to make her dream come true, she jumped in with both feet and was determined to make it work, despite the market crashing.

“My grandfather was in real estate, my other grandfather worked for the small business association. My parents moved around a lot when I was a kid, and it was always exciting for me to be in a new house. Real estate was always in my blood,” Gina says. She admits that the beginning was difficult, as she was learning many different things and figuring out what worked for her.

“It was hard to start. I was taking a lot of classes. I worked as a buyer’s agent for a little while, which was good because it formed how I would work with people. I discovered that building relationships with people was the most comfortable way for me to build my business,” she says. She then went out on her own and started making connections with others in the community. As many people were struggling financially at the time, she found that a lot of her clients were in tough situations where they needed to sell their homes quickly.

“I reduced my commission for these clients, and a lot of people tell you not to do this. But I did it strategically, because I helped people and built those relationships. Now my business is largely referrals because of those connections I made,” she says. And Gina is always grateful for these referrals, traveling far and wide to serve her clients. Her territory expands from Corvallis, to the coast, to the mountains and Washington state.

For Gina, helping people is the most important part of her job. She does not hesitate to take any client.

“I always take a complicated listing, because if it comes to me, then I feel like it’s something I was meant to help with,” Gina explains. In fact, Gina does not want people to think this is just a job for her. She wants her clients to feel that she’s just like them and understands their situations.

“I want them to know that I’m not any different from them, I’m just on the other side of the table. I’ve been a buyer and a seller, so I just treat everyone the way that I would want to be treated,” she says.

Gina goes above and beyond to make her clients feel welcome and comfortable. Living on a farm, she sent her clients Christmas trees this past year and also sends them pumpkins and flowers. She and her family often have events at their barn, which all of her clients are invited to. She recognizes that buying or selling a home can be stressful, but she eases that by keeping her clients connected with her.

Having the ability to work on her dream career, Gina has realized that the biggest draw to this business for her is the people and the difference she can make in their lives. “I think every agent has their niche, but I feel like helping people has been the biggest thing for me. I’m not just trying to get a paycheck, I’m trying to help people.”



For more information about Gina Bany of Better Homes and Gardens Realty Partners in West Linn, Oregon, call (503) 267-5457 or email gina@ginabany.com