

TOP AGENT

MAGAZINE

Pam McGuire



Professional Attitude Makes a Difference!

Believe it or not, Pam McGuire was not born a REALTOR®. Even if the innovative, energetic and professional manner in which the Santa Clarita Valley agent conducts her business makes becoming a top producer seem effortless.

She has received several listings and sales awards and is a member of the Realty Executives 100% Club. Currently, in addition to her real estate business, she & her associate Scott Crothers work with Bank of America and Wells Fargo handling their foreclosure properties.

The secret to Pam's success is that it is no secret at all. In the early years of her career, she invested her time and effort to make her goals possible. "Oh, I've paid my dues," Pam says fondly of a real estate career that spans almost two decades. "Now, I am reaping the

rewards of a lot of time spent knocking on doors in 115 degree weather and countless hours prospecting on the telephone!"

The vivacious agent is now proud to say that her business is largely sustained by the referrals of past customers and their friends and family. She recounts a story about one of her current clients. "He was the eight year old son of a very good friend I met while working at The Signal, a local newspaper. Now, he is an adult and looking to buy his first home. I got to watch him grow up and now I get to help him with one of the biggest purchases he will ever make, it's a wonderful feeling!" Being able to assist her customers achieve their dreams of homeownership, whether it is a first home or a retirement home, is what Pam truly enjoys about being a real estate professional.



When there are several qualified REALTORS® for the customer to choose from, the only thing that separates each individual is their level of customer service. "I believe in providing nothing but the best service imaginable. I am always professional and put a high emphasis on attention to detail. I have never been to court and it's because I don't believe in cutting corners. There is no such thing as a verbal real estate. That practice still goes on in the industry and it only leads to trouble." A self-proclaimed "control freak," Pam enjoys grabbing transactions by the horns and attending to each part of the process personally.

Dana Turner is a customer that can vouch for Pam's professional attitude and skill as a REALTOR®. "There are dozens of REALTORS® in the Santa Clarita Valley. I have personally dealt with many of them. Pam McGuire stands out above them all. She is a true professional who is extremely knowledgeable about every aspect of buying and selling a home. She is courteous, friendly and follows up on even the tiniest detail. If you are buying or selling a home, you can be confident that Pam's expertise will not only meet your highest expectations but you will feel comfortable referring her to your friends and relatives."

Pam is also a marketing genius. Before she became a top producing REALTOR®, she worked as the Marketing Director for a local dental company and prior to that she worked in the advertising department at the local paper, The Signal. When she quit her former job "cold turkey" to jump headfirst into real estate, it was only natural for Pam to apply her knowledge to her new career. She used her knack for publicity to build her brand.

"After I first acquired my license, I was able to give the impression that I had been in business for quite a while just in the manner in which I marketed myself. I was very big on name branding and one of the ways I did this was by purchasing a moving truck with my information and photo on the side. It was a moving billboard. My customers would use it when they moved and it was used for many charitable causes."

What does this marketing experience mean to customers? It means Pam knows exactly how to showcase any home in the best possible manner and get listings moving!

Cindy and Ray Heyer had nothing but praise for Pam's marketing prowess. "Her marketing plan



exceeded our expectations. She was so thorough and comprehensive that we instantly knew she was the realtor we would select. Once we signed the papers, Pam immediately started marketing our home. The pictures she took for the flyer showcased our home to its best advantage. It looked so good that we would have bought it again! She brought in a videographer so that the home would be marketed on the Internet, providing a virtual tour."

While Pam fits the role of super agent rather well, she is also a loving mother of two lovely daughters and wife to husband, Denny, an IT Tech. Pam thanks her husband for pointing her in the direction of real estate. The couple currently has thirty happy years of marriage behind them. I wonder what the kids will do for us when we reach our 55th," Pam laughs as she looks forward to many more prosperous years. Real estate must be in the blood, Pam shares that her two daughters are both working with escrow companies. "Are you kidding? Of course we do business together!" Pam says with a smile. Her eldest is Erin Ferrell, and



Kerry McGuire is only two years younger than her sister. Both girls can trace their beginnings back to working at Realty Executives in the escrow department and being receptionists.

“They used to watch me and say, ‘mom—we never want to be REALTORS®, we see how hard you work and it’s a tough job.’ So what do they do? They pick careers with escrow companies and in my opinion, they are bombarded on all sides with headaches!” Erin now works with West Coast Escrow—and Kerry handles Re-Fi’s at Glen Oaks Escrow. Pam and Denny are also the proud grandparents of Devyn and Eric. Now that Pam has the luxury of her own schedule, she takes a Friday off each week to be with them.

Pam is also a member of several civic organizations including Women Entrepreneurs in Santa Clarita Valley and the Chamber of Commerce. She is a believer in continuing education and has obtained her Graduate REALTOR® Institute (GRI) and Certified

Residential Specialist (CRS) designations. Her next goal? To obtain her Brokers license though she insists she never wants to have the headache of owning her own company. “I just consider the broker’s license to be the next step in my real estate education, like getting your Masters!”

“Before I became a REALTOR®, I worked 9-5 and sat in a cubicle. I used to listen to older co-workers talking about how they had been there for so long and they couldn’t leave because they thought they were too old to be hired with another company. I began thinking to myself, ‘do I want to be just like her in a few years? Do I want to continue to work hard for other people or do I want to work hard for myself?’ That was what gave me the ultimate drive to quit my old job cold turkey.”

Pam’s tips for success? She has been quoted saying, “the more time you spend with other real estate agents, the less money you make.” After being reminded of this, she laughs. “Well, let me explain,” she says. “Networking and improving your standing in the real estate community by spending time with other agents is wonderful. Training and education are wonderful. It is when you lose sight of the fact that you are supposed to be out of the seminars and actually selling that you get into trouble. Success comes from getting out there and working hard.” This, shares Pam, has made all the difference.

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