

TOP AGENT MAGAZINE

Shirley Richards



is a woman of action who has built her career on integrity, hard work and a clear vision of what's right for real estate. This powerful combination has proven successful. Since her first year as a REALTOR® in 1979, Shirley has been one of the top sellers in her region, and as an associate broker in Westlake Village, California, she consistently ranks in the top 1% of sales nationwide for Coldwell Banker.

Doing business honestly and fairly is her top priority. "I first entered real estate after we had a horrible experience moving from Massachusetts to California. Nobody should be treated that way," she explains. Her strong sense of ethics and determination to do it better have guided her career ever since.

Part of this ethics comes from her love of learning and desire to provide the best possible service. "I'm always trying to absorb as much as I can. I take webinars, seminars, courses, and read lots of business magazines," she says of her efforts to stay at the front edge of the industry. Her studies have earned her the Certified Real Estate Brokerage Manager (CRB), and the Certified Residential Specialist (CRS) designations as well as the e-PRO designation in online tools. "If they offer any new designations, I'll probably earn those ones, too," she quips.

Her husband Mike, an electrical engineer, also helps her stay up to date. "He's always looking for the next best thing for me and testing out all of the newest programs," she says. A few clicks around her website show the fruits of the family's labor. Among a number of notable features, dynamic audio/visual tours of her listings offer her clients

by Emily McGinn

innovation with a personal touch. Shirley's warm, confident voice provides a virtual walk-through of the properties, a strategy she says has had immense benefits to both the buyer and the seller. According to Shirley, "The response has been great. My clients often say the tours are what convinced them to come to the office."

When the client comes in, they find a very welcoming environment. Rather than an entourage of associates, it's just Shirley and her son Cabot. He works behind the scenes facilitating sales and keeping the office running smoothly while Shirley is the face of the business. "If the client hires me, I'm supposed to be there all the way through." For Shirley, this means working closely with the client through every aspect of the sale from the showing to escrow, and handling each with the utmost care and attention.

Even long after the sale is complete, Shirley's commitment to her clients continues. "I have sold over 1000 houses. Every single record is on my computer. I've had clients call from their CPA or lawyer's office asking how to find their closing from 1986. I can just email it over." This level of service is what fosters client loyalty.



"I've had clients come back for seven, eight, even twelve transactions, and I remember every single sale I have done. These are lifetime relationships." Shirley's rare mixture of care and professionalism has earned her the reputation of the broker everyone loves to work with.

For more information about

Shirley Richards

visit www.shirleyrichards.com, e-mail

SRforRE@aol.com or call (805) 370-2851.