



Corliss Realty, which focuses primarily on South Orange County, California. Their clients love knowing that when working with Jim and Danielle, they're always working with the owners of the company. "As a husband-and-wife team, we don't have to make the agonizing choice between time for family and time for business," Danielle says. "With two people having a variety of talents, backgrounds and perspectives, these pooled resources allow us to increase the level of service we offer our clients," she continues. "Since everyone has different expectations, we're able to meet them because of our combination of personalities."

Another advantage of owning their own brokerage is having the freedom to do what works, without having to ask for outside approval. "We have the ability to make rapid assessments and implement course corrections when the circumstances dictate," Jim explains. "The work we do reflects our values, integrity and identity; we want to make a difference. There are a number of options open to us as business owners that are not available to our peers associated with large real estate companies."

That desire to make a difference carries over into the work Jim and Danielle do in the community. They are founding members of OCAR Cares, a Member Relief Program for the Local Association of REALTORS®. Additionally, Jim is involved in helping to build and renovate homes for Habitat for Humanity. "I have a construction background, which also helps when dealing with inspectors and other trade personnel on behalf of our clients," he explains. They also donate to Habitat for Humanity every year, and are involved in various outreach opportunities through their church.

Jim and Danielle also make it a point to stay active and visible within the larger real estate community. Danielle is the Independent Broker Advisory Chair, hosting forums that address the unique needs of independent brokerages. Jim serves on the Association of REALTORS® Professional Standards Committee, which enforces the REALTOR® Code of Ethics by holding hearings of alleged violations.

Many REALTORS® get into the business as a result of feeling unsatisfied in previous careers. For husband-and-wife team Jim and Danielle Corliss, the opposite is true. Both had excelled in their dream jobs before deciding it was time for a new challenge. "I had opened and managed the western U.S. sales center for a large insurance company," Danielle explains. "Once it was running smoothly I had accomplished the job I was hired to do. I decided there would be no other management job that would be better than that." Seeking a new opportunity, she shadowed a family friend in her real estate business for two weeks, and was hooked. "I loved it and became a REALTOR® shortly thereafter. My first year in the business I was awarded Rookie of the Year by a large real estate company in our region."

Jim's previous career highlight was owning a popular white tablecloth steak and seafood restaurant at the beach. "After reaching my goals in that industry I decided it was time for a change. When I married Danielle and realized she needed help as her business was growing, I joined her just a month after we got married."

The two now run their own successful brokerage,



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Above all, they are committed to their clients' satisfaction. "Being in real estate requires an incredible amount of interpersonal communication and negotiation skills," Danielle says. "It is also about not just being average, but willing to go the distance, to work hard and earn people's trust. You can't do this job well unless you are willing to give it at least 100%."

It's clear Jim and Danielle are living by the "90/10"

rule. "My dad gave me some great advice that I apply to all areas of my life. If you like something at least 90% then deal with the other 10%," Danielle says. They both agree that the best parts of their chosen co-career are forming lasting friendships with their clients, and simply having the chance to work together, side-by-side.



**Jim & Danielle Corliss**

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