



*Trustworthy. Smart. Capable.* Those are just a few of the positive things clients say about Southern California real estate professional Darcy Kaye. A licensed agent since 2001, Darcy has built a business based almost entirely on repeat and referral clients, something that's almost unheard of in today's fast-paced world. When she first got her license, however, she had no plans to pursue real estate as a full-time career. "At the time I had some investment properties, and I thought it would be a good idea to get my license to work on those transactions," she says. But she soon discovered how much she enjoyed the business and now can't picture doing anything else.

Based in Sherman Oaks, Darcy's portfolio of clients keeps her on the move. "I have listings from Long Beach to Montecito; I'll go just about anywhere my clients need me," she says. That willingness to accommodate her clients' needs is just one of the many reasons they choose to work with her again and again, and feel secure in recommending her to family and friends. "That sense

of trust is already there, and that's a great place to start with new clients."

One way Darcy earns her clients' trust is being open and honest in all her communication. "I believe in being transparent and giving as much information as possible; even if it's disclosing something undesirable or unappealing about a listing or an area that we're looking in. That way the client is able to make a more informed decision," she says. "I also make it a point to listen to my clients' needs, and help them stay focused on what they want."

Before working in real estate, Darcy's background was in the creative arts, which meant she had to develop an entirely new skillset to be successful. She credits one of her early mentors with helping her do that by giving her a unique tip. "She came from a business background, and she advised me to do 12 things a day, every day, that could help my business grow. Whether that's making 12 phone calls or sending 12 emails," Darcy explains. "She also told me to show up five days a week, suited for business, whether you have business or not. Because if you do that, eventually you will have business. That advice became part of my work ethic."

Now that she has carved out her own niche and gained success in the business, Darcy has some wise words to share with new agents who are just starting out. "Go in with a plan, but don't be discouraged if it doesn't happen right away," she says. "Know that in time your continued hard work will pay off if you are diligent, honest, and take the business seriously. You have to put your whole heart and soul into it."

It's hard for Darcy to pin down just one thing she enjoys the most about her chosen profession. "I'm a people person and for me, this business is about relationships and connecting with people and being of service," she says. "Helping clients go from one chapter of their lives to the next is very rewarding. Sometimes it's a positive chapter and sometimes it's not, but if I can help them through that transition, it feels good. I wear many hats: my REALTOR® hat, my therapist hat, my staging hat, my house cleaner hat, and the list goes on and on. I'm grateful to be doing this work."

*Darcy Kaye*

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