



Many real estate agents who have been in the business a decade or more shy away from the day-to-day work with clients, preferring to delegate to assistants or team members. That's not the case with Portland agent Janine Ward. In fact, it's one of the aspects of her business she's most proud of. "I've had the experience where being part of a group or team was frustrating, because it can leave clients feeling confused or lost in the process," Janine says. "I never want to do that to my clients. They have one person to call, and it's always me."

Janine first became interested in real estate as a career when her now-grown daughters were young, and her job as a district manager for a health club gave her little flexibility. "I wanted to be able to spend more time with them and be involved in their activities," she explains. "I have always loved home design, décor and landscaping, so real estate seemed like a good fit. Being part of those things on a daily basis makes it fun."

Because of her location about 20 minutes from downtown Portland, Janine is able to help clients whether they're on the east or west side. "It's very easy to get around here and there are so many beautiful suburbs within an hour of downtown," she says. She was recently asked by a local TV news station to share her insights into working with Millennial home buyers. As part of that process, she was able to analyze her own client breakdown. "I definitely do work with a lot of those Millennial, first-time home buyers, but I also have a lot of clients who are actually ready to downsize, and many repeat buyers who are buying their second or third home with me," Janine says. That's not surprising, considering she estimates nearly 80% of her total business coming from repeat clients and referrals.

Her clients continue to come back to her because of the outstanding experience they have. "I'm really proud of how I deliver personal attention to every client," Janine says. "When I first meet with someone I find out what their exact goals are, then I do everything I can to meet or exceed their expectations. I work really hard and believe in total honesty and transparency; I won't soften the truth." She also cites patience and tenacity as qualities her clients appreciate. "I have a lot of patience to work through difficult or challenging transactions," she says. "Sometimes clients will want to give up long before I do."

Newer agents often ask Janine how she has built such a successful career. "I advise them to stay educated on the ups and downs of the market and be prepared, because once something happens, it's too late," she says. "I also tell them to admit when they don't know something, speak up, and ask questions. We've all been there and it's the only way you can learn."

Janine is routinely ranked among the Top 25% of agents in her office; an impressive accomplishment considering many work in teams or partnerships, while she remains a solo agent. But stats and recognition aren't what drive her. "What I enjoy most are the smiles and gratitude from the clients after making their dreams come true. There's nothing like giving a buyer the keys or being at closing with your seller and knowing that you helped make that moment happen."

Janine Ward

Keller Williams Realty Professionals | Portland, OR

503.516.3748 | agentjanine@gmail.com