

featuredagent

magazine



*Sophia
Yazaryan-Cosola*



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Not many REALTORS® can claim they learned to fix a roof at the age of 12, but Sophia Yazaryan-Cosola can. Growing up, her parents bought a number of investment properties, and she would spend her weekends with her dad, looking for potential new properties and working on the ones he already had. “That started my love of homes that has never gone away,” Sophia says.

She has translated that lifelong love into a successful, 14-year real estate career helping homebuyers and sellers throughout King and Pierce Counties. Sophia approaches the business with a “clients come first” philosophy. “I’m very protective of my clients, I like to make sure that they are fitted with the right lender, home inspector, contractor, landscaper and any other vendor they might need,” Sophia says. “With buyers, I want to make sure everything is good with the houses we’re looking at. I walk them through the whole process of purchasing a home to give them that comfortable feeling.”

Her sellers receive the same level of VIP treatment, along with the benefit of her talent for home design and staging. “I stage all my listings with furniture, pictures, as well as kitchen, home and bath décor to make them stand out,” she says. “I have three storage units full of staging items. When you walk into one of my listings, I want it to look and feel like a home. Being market ready is the key to receiving an offer in a timely manner. I like to have my listings pre-inspected so that we won’t have any surprises.”

Here’s what one of Sophia’s clients had to say about what it’s like to work with her: “Sophia is a rare agent who blends professionalism, real estate expertise, and interpersonal skills into her service. In addition, Sophia maintains ongoing communication so you always know what to expect and where you are in the process. From the beginning, I thought Sophia was going to be the best real estate agent for my needs. She wasn’t only the best agent, she was the perfect agent.”



“I love my clients! I love homes and architecture. I am completely fascinated by how homes are put together. I really feel so blessed to do what I do.”

Honesty also plays a key role in how Sophia conducts her business, and it's one of the reasons a majority of her business comes from referrals and repeat clients. “I'm very honest with my clients, and I think it's why they keep coming back to me. I really believe that if you stay honest and true to yourself and your clients, everything will turn out great in the end.”

With more than a decade of success in the real estate industry, it's not surprising that people thinking about becoming an agent often seek out Sophia for her advice. “The first thing I tell people, to be successful in this industry you need to be a full-time agent. There needs to be 100% focus on real estate so that you can really concentrate on your client and their needs,” she states. “I also think it's important to have at least six months of savings so you can pay the bills as you're getting started. That way, you can give your full attention to your clients and marketing and not be worried about that first commission.”

Additionally, Sophia is one of the mentors in her John L. Scott office, which gives her the opportunity to counsel and work with recently licensed new agents. “I start by focusing on the basics to make sure they understand the contract and addendums, but I also go beyond that,” she explains. “They also need to understand what to look for while showing homes, such as the roof and siding condition, or if a house can be purchased with FHA financing or a conventional loan. We also go over title and escrow and the roles they play in real estate,” she continues. “Training and shadowing someone is so important when you're first starting out.”

Over the years, Sophia has received a number of awards from John L. Scott. While she's grateful for each one, there's one piece of recognition she received that stands above the rest. “The one I'm most proud of is one that was given to me by my clients,” she recalls. “They took me and my husband out to



dinner to celebrate the sale and purchase of their homes with several of their friends and they actually had an award made for me that said ‘Real Estate Agent of the Year.’ I couldn’t stop crying when they gave it to me. That’s the one I cherish the most. Many people don’t realize the hard work that goes on behind the scenes and if I’m doing my job correctly they never should.”

Giving back to the community is also something that touches Sophia’s heart. She supports the American Cancer Society and Relay for Life as a way to thank the organization. “I will always be grateful to the them because when my brother was battling cancer they helped us out a lot,” she says. “I created ‘Bracelets for Life’ by making beaded bracelets with a ‘hope’ charm to raise money and I donated 100% of the proceeds to the Relay for Life. I also plan on helping in 2017 with the Night of Hope Gala.” She also participates when her whole office makes an annual dinner at the local Ronald McDonald House, and Sophia and her husband adopt a few families every Christmas,



providing gifts and gifts cards for food and other necessities.

When asked what she enjoys the most about being in real estate, Sophia can’t choose just one aspect. “Honestly, it’s everything,” she says. “I love my clients! It’s the memories that I know my clients create. I really feel so blessed to do what I do.”

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