



When Faith Sackett became a real estate agent 12 years ago, she entered the business with a distinct advantage — she had worked on the lending side as a loan processor since the age of 19. Plus, her mom worked as an underwriter throughout Faith’s childhood and her uncle was a developer who owned a number of real estate offices. “I guess you’d call real estate a family affair for us,” Faith says.

Rather than limiting herself to serving clients in just one area, Faith works with home buyers and sellers in Los Gatos, San Jose, and communities all the way up to Monterey. “I actually like to travel for my job, If you hone in on just one area, you’re going to miss a lot of opportunities,” she says. At least 75% of Faith’s clients are the result of referrals or repeat business, and many new clients come to her via her comprehensive website, CoastalBayRealEstate.com.

One of the reasons Faith’s clients love to work with her and recommend her assistance to family and friends is her extensive knowledge of the mortgage and title process. “If

you only know real estate and don’t know the mortgage/title side of things, you’re not giving your client the best service,” Faith says. “All the pieces work together and first-time buyers especially don’t always understand it. It’s important to be able to explain the whole process so clients understand and feel confident about what’s happening.” Faith’s knowledge of the process makes her the office’s go-to person. “My mentor, Bob Henkel, has been in the business 40 years; we bounce questions and ideas back and forth regarding short sales, foreclosures and REOs, as well as investor and development opportunities.”

A strong sense of honesty, integrity and a commitment to doing things ‘by the book’ guides how Faith conducts her business. With those priorities firmly in place, it’s easy to see why new agents often seek her counsel. “I always tell people to be careful to dot their ‘I’s’ and cross their ‘T’s,’ because these are legal documents we’re dealing with,” she explains. “I have a friend who just got her license and I’ve been holding her hand and walking her through her first sale. It’s important for new agents to take it seriously and really learn what they’re doing from an experienced agent.”

Even with her extensive knowledge of the business, Faith is always open to learning more. “To be successful in real estate you have to be teachable,” she says. “Every day I learn something new. I wish I’d known more about development and working with contractors when I first started, but as time has gone on I’ve honed in on that area and I’m learning a lot about it.”

Faith has earned Top Producer honors every year for the past three years, and continues to surpass the high goals she sets for herself. “Other brokers are calling and asking me to join their offices, which is a huge compliment,” she says. But the best feedback she receives comes directly from her clients. “I recently had some clients send me flowers as a thank you. Things like that mean a lot; I like to make people happy, it brings me joy.”

As she looks ahead, Faith sees nothing but possibilities. “I’ve thought about going to other states and getting licensed so I can do some crossover work, and I’m currently studying for my broker’s license,” she says. “I’d love to open my own brokerage and do some development work.”

Faith Sackett

Coastal Bay Real Estate | Santa Cruz, CA

831.477.5796 | faith@adrhomes.com | www.coastalbayeralestate.com