



Beginning her career in banking as an account executive for a San Diego lender, Alice Greliak of Carrington Real Estate Services, Inc., worked her way through nearly every aspect of lending, from starting a loan to selling it on the secondary market, and finally, becoming a loan officer. “I was an underwriter and worked in the appraisal review department, so over the years I really got to know how the process worked,” says Alice.

Working face-to-face with clients along with that fundamental understanding of the mortgage process prompted Alice to obtain her real estate license in 2009, as a way to further help clients realize their dreams of homeownership. “I’ve lived in San Diego my whole life. I grew up here and went to school here, so I really know the area well and can help my clients find a home in a community that’s just right for them,” Alice says. “But more importantly, this job is more than just selling a home. I look at everything like real estate and inventory trends along with what’s going on currently in the market so I can educate my client and help them make the best decision for them and their family.”

Alice’s expertise has aided a diverse group of clients, from investors to first-time buyers and move-up buyers, alike, and it’s her top priority to ensure everyone receives the same quality service she has become known for. “I treat others the way I would want to be treated in this process and I believe in integrity and honesty,” stated Alice. “Sometimes I have to tell people things they don’t really want to hear, but being forthcoming with them is crucial.”

Alice’s methods of conducting her business have resulted in numerous industry awards and nearly 40% of her business stemming from repeat clients or referrals. In 2014, she ranked in the top 1% of agents according to Trulia, and has been the recipient of the Five Star Customer Service award for the last three years. “To be in the top 5% based on client reviews is something I’m really proud

of,” says Alice. In addition, she has been a winner of the Championship Circle Agent Recognition at Carrington Real Estate ever year since its inception in 2012.

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Having graduated Cum Laude from University of San Diego as a double major in Political Science and History, Alice also credits her studies with her success in real estate. “Having that background really helped me craft my analytical thinking and problem-solving skills. Nobody ever wants issues to come up during escrow, but when they do, you want to be working with someone who is all hands on deck trying to find win-win solutions for all parties involved,” Alice says. “It’s also helped me to better understand the diversity of the many cultural backgrounds I’ve been fortunate to work with. Each culture has a different approach to the real estate process, and as clients come from other countries to achieve the American Dream, it’s important for me to understand what their needs are so I can cater my services to them.”

However, no matter the background of a client, there is always one thing in common. “I enjoy being there for families as they’re choosing their forever home. Seeing the kids pick out their rooms and seeing the happiness on mom and dad’s faces; those are the best moments for me. That’s what really motivates me to keep going and work even harder during the times that might be a little more challenging.”



Alice Greliak

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