

featuredagent

magazine

*Marité
Cochard*





Marité Cochard

After graduating from film school, Marité Cochard focused her talents on a career in television production, staffed on major hits like *Big Brother*, and spending her days on the go. As the years passed, Marité knew she wanted to go into business for herself and began to seek the right course that would allow her to become her own boss. After visiting with a friend who had established a thriving career in real estate, Marité experienced a burst of inspiration. With her friend's encouragement, Marité earned her license and launched her career in 2009. Although it was a turbulent time to dive into the real estate world, Marité built her business from the ground up, cutting her teeth in the short sale and foreclosure market and building a reputation for diligence, professionalism, and an authentic investment in her clients.

Ten years later, Marité now heads a tight-knit team that includes an office manager and two buyer's

agents, under the banner of Pinnacle Estate Properties, Inc. There, she has established the Marité Cochard Homes brand and has made a name for herself in Los Angeles County through her work with buyers and sellers of all kinds — from first-timer buyers and seniors downsizing, to investors and those grappling with foreclosure. All told, Marité drives roughly 95% of her business through repeat and referral clientele — a testament to her dedication and staying power. Today, she is among the Top 20 agents out of 1,200 company-wide, and has expanded her service offerings to include the certifications of Senior Real Estate Specialist (SRES) and Short Sales and Foreclosure Resource (SFR).

To account for her strident success thus far, Marité cites a commitment to good business fundamentals: communication, education, and enthusiasm. "I want my clients to feel confident that I'm always one



step ahead over the course of a transaction,” she says. “I’d rather over-communicate than not give enough detail or information. In this business, I’ve learned and experienced enough that I can give people a clear sense of their options. I’m transparent and do my best to foresee any issues that may arise. Throughout, I keep my clients safe by being honest and relaying every bit of information they need, so they can make the best, most-informed decision.”

When it comes to marketing listings, Marité applies a tech-forward approach that utilizes social media’s far-reaching, interactive influence — to Instagram stories and beyond. In fact, marketing homes is one of Marité’s specialties, and it’s little wonder considering her creative background, as well as her commitment to ongoing industry education. “I eat, sleep, and breathe real estate,” she says. “I love the community and I’d like to contribute to a healthy





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at her company. Likewise, she makes a charitable impact through her contribution to causes fighting human trafficking, as well as fundraising work with St. Jude’s Children’s Research Hospital, supporting kids battling the chemo process and their families. Beyond the office, Marité most enjoys time spent with her family and loved ones, exploring the outdoors through hiking, fishing, and hanging out with her beloved Australian Shepherd, named Sam.

As for the future of her business, Marité intends to continue the steady growth of her brand and business, with plans to increase her numbers year over year, while bringing on new team members. “I want to train agents to feel confident working hard and staying busy, until they’re ready to spread their wings,” she says.

Now, with a decade of insights behind her, Marité Cochard considers what she has come to enjoy most about her career. “I love helping people accomplish those transitions in their lives,” she reflects. “You really become a part of the family during those important changes in someone’s life, whether you’re working with clients who have worked hard to buy their first home, or someone who’s selling to begin a new phase. So many memories happen in a home, and playing a part in that process is the most rewarding part of what I do.”

and sustainable real estate market through honest sales and communication flowing from the strong relationships I’ve built throughout the years.”

To further contribute to her professional community, Marité also mentors and teaches marketing classes to fellow agents

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