

featuredagent

magazine



*Andrea
Gordon*

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Born and raised in Berkeley, Andrea Gordon's path to real estate arrived by way of the arts. After completing her undergraduate and graduate studies across New York, France, and California, she went on to run a non-profit theater company for years. There, she reaped a host of accolades and awards for producing and directing for the stage.

Ultimately, Andrea was ready to parlay her creativity toward her next professional path. She cut her teeth in advertising and soon recognized her talent for sales. That's when real estate presented itself as

a natural next step. During her first month as an agent, she hit the ground running and closed six sales, foreshadowing serious staying power in the industry. In the 21 years since, Andrea has set herself apart as a regional leader, complete with a reputation for client-centric care, market savvy, and a winning track record.

Today, Andrea is in the process of launching her own office under the banner of Compass Real Estate. She covers a diverse range of communities within the Bay Area, including Berkeley, Richmond, El Cerrito, Kensington, Albany, Oakland, San Leandro, and Alameda — with the occasional inroad to San Francisco, as well. With 80% of her business generated by repeat and referral clientele, Andrea has made lasting relationships a centerpiece of her working style. "Whether I'm working with a \$250,000 condo or a \$2.5 million-dollar home, I treat all my clients the same. Each person is important and a priority," she says. "I care a lot about the people I work with, and I'm really able to hone in on what it is they want and need. I'm also experienced, knowledgeable, and very creative — which is helpful when I have to be resourceful on behalf of my clients. I make it a point to be transparent with my clients, and they know they can trust me to give them honest advice."

Beyond Andrea's passion for the creative and the people she serves, she is also highly respected within her professional sphere. In 2015, she was voted REALTOR® of the Year by the Oakland Berkeley Association of REALTORS®, selected by her peers for her significant contributions to the regional real estate landscape. "When you're helping someone buy or sell a house, you're taking part in shaping the community," Andrea says. "As REALTORS®, we're meeting people at transitional points in their lives, and being able to help them move on to their next chapter is incredibly rewarding. It's a wonderful



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Much of Andrea’s work as an agent centers on listing properties. Accordingly, she leaves no detail unaccounted for when readying homes for their market debut. High-end professional photography with a creative flair captures homes in their most immersive light, while networking with relevant organizations and publications — from Dwell magazine to the Berkeley Architectural Heritage Foundation — affords listings some nuanced exposure. “I focus a lot of time and energy envisioning what would get the right buyer to that property,” she says. Once homes are primed for their debut, listings are leveraged across the leading online platforms and MLS outlets, netting global visibility. Of course, Andrea also incorporates more traditional messaging, including bus bench signage that has built her local profile and brand for the past 15 years.

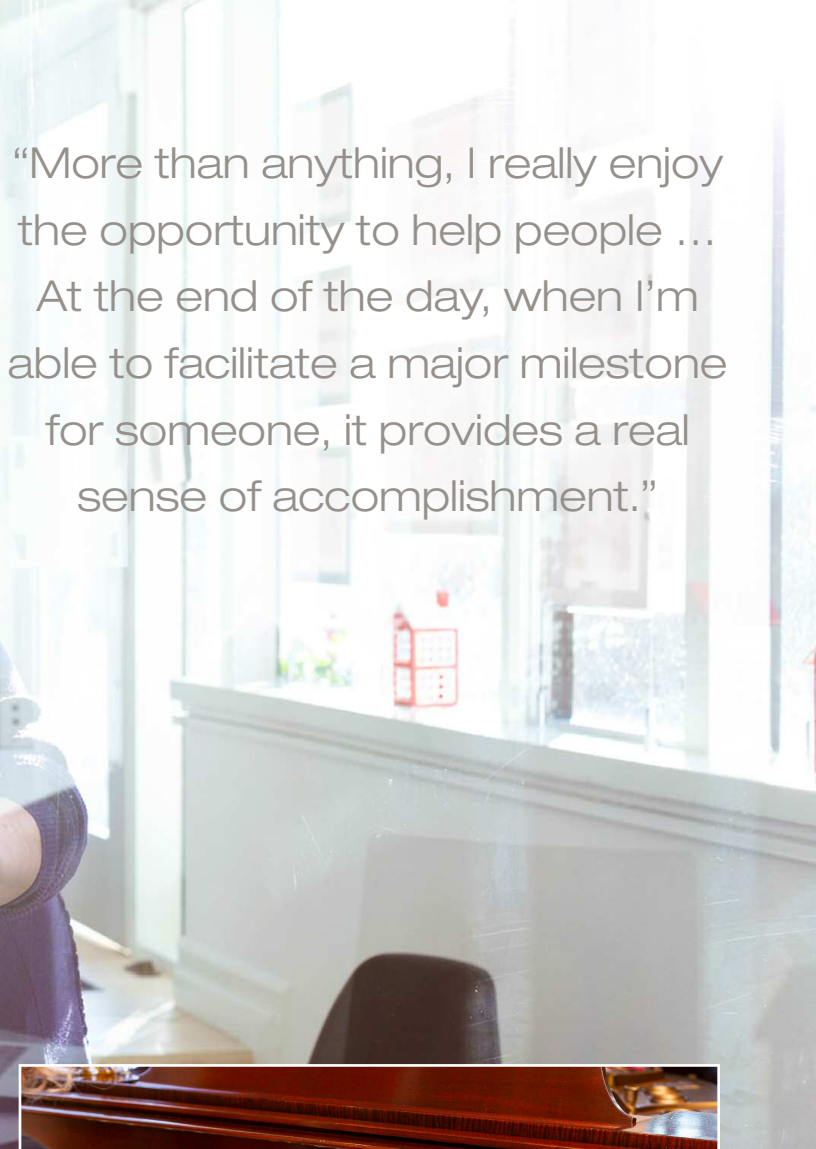
Beyond the office, Andrea gives back to her community both personally and professionally. For six years, she served on the board for the Oakland Berkeley Association of REALTORS[®] and has served on her local MLS board for the past two years. “It’s important to be involved in things that serve my REALTOR[®] community,” she says. Andrea also stays true to her love of the arts as an avid benefactor and Artistic Associate for 3Girls Theatre Company. Additionally, she is a devoted supporter of animal rescue organizations. In her remaining

free hours, Andrea most enjoys time spent with her husband and loved ones, her rescue animals, and returning to her theater roots to direct the occasional production.





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As for the future, Andrea intends to stay on her steady course as she opens the doors to her own Berkeley office for Compass Real Estate, which will also feature a gallery as an homage to the thriving local art scene. Andrea is content to expand her team organically and serve her hometown community, one client at a time.

Now, with more than two decades of insight and experience to her name, Andrea Gordon considers what she enjoys most about her chosen field. “More than anything, I really enjoy the opportunity to help people,” she says. “I’m able to be creative and resourceful, and that keeps things exciting. At

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