

featuredagent

magazine

*Clarissa
Azevedo*



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The West Coast's Central Valley calls to mind images of abundance and activity. Such an exciting venue should be matched by an equally productive and energetic real estate agent like Clarissa Azevedo of EXIT Realty. With a wealth of local know-how and business acumen, Clarissa expertly represents buyers and sellers for both residential and agricultural real estate purchases all along the corridor of California State Highway 99.

A lifelong Valley resident, Clarissa had her first encounter with real estate work while helping a family friend organize a small brokerage in Turlock. She then joined EXIT Realty in 2008 and steadily worked her way up the ladder. "I just fell in love with it. I became a broker's assistant, then the property manager, and then I was promoted to transaction coordinator." In 2012, Clarissa took the final step and obtained her real estate license. "I haven't looked back ever since."

As if being equipped with an agent's license and a Bachelor's degree in Business Administration wasn't enough, Clarissa also has professional interpersonal training. "I initially went to college to be a marriage and family therapist, which I use a lot now in my business." Clarissa's therapy education enhanced her communication skills, which she views as one of the most important parts of her job. "For me, the client should never have to ask where we are in the transaction. They should never have to ask because I give routine updates. I'm all about the little details."

To that end, Clarissa emphasizes the importance of keeping her clients in the loop for both the large and small aspects of a home search. "I know it seems like finding the house is the most important part, but it's really not. It's the little ins and outs of financing, how the transaction is going, and the inspections. Finding the house is really the easiest part."

In addition to communicating well with her clients and keeping a sharp eye on details, Clarissa enjoys the art of

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the transaction itself. “Honestly, the best part of the job for me is the negotiating. I love negotiating and getting a better deal for my clients.” No matter if a transaction calls for a better price or a concession for her clients such as a repair fix on a purchased home, Clarissa revels in securing a beneficial agreement. “I’m very professional. I take my job very seriously because it’s a big investment for my clients. Whether they are buying or selling, it’s a big deal.”

Such attention to detail and professional skill is certainly beneficial for both client and agent. With roughly 80% of her business stemming from repeat clients and referrals, Clarissa clearly treats her clients well through active follow-up, high levels of organization, and

check-ups that make sure they are being taken care of in every respect. “The deal isn’t done when the transaction closes. They’re my clients for life.”

On top of receiving yearly productivity awards from her firm, Clarissa has helped her broker open offices in neighboring towns and has been awarded for recruiting new agents. She also works as one of the trainers at EXIT Realty. “Training is the number one way to get experience and knowledge.” Clarissa explains that although a new agent may not have a high number of transactions at first, training can provide an ample amount of knowledge, confidence, and experience. “In turn, you’ll gain clients because they want to work with someone who is confident and knows what they’re talking about.”





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Outside of the office, Clarissa believes, “Even my personal life should reflect a professional manner.” To that end, she serves as the Vice President of the Portuguese Education Foundation, which fundraises year-round to provide college-level educational scholarships to both Portuguese and non-Portuguese residents who are committed to serving others. “The students have to show evidence that they are involved in the community and are giving back, and in turn, we give back to them.”

Since she spends so much time traveling through the Valley for work and volunteering, Clarissa is often content to

spend her free time near her loved ones. “I don’t want to get up and go on a vacation,” she explains. “I like to just be at home and really spend quality time with my family.”

The future holds many prospects for Clarissa, who wants to maintain an upward trajectory to help as many people as possible. “I want to continue growing my business year after year and I would like to eventually grow into a team.” The advice that she gives to up-and-coming agents is the same wisdom that has guided her throughout her successful career. “Don’t try to reinvent the wheel. Learn from the best and emulate that.”

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