

EXECUTIVE AGENT

MAGAZINE™

 INÉS 
REGENCY REAL ESTATE
Executive Agent of the Month



 **REGENCY**
REAL ESTATE BROKERS



Written by Haley Freeman - Ian Wiant Photographer

Perhaps it was inevitable that Ines Negrete would one day become a highly successful and highly regarded Realtor®. In childhood, she always had a fondness for ringing doorbells. She was the kid others found either slightly annoying or especially charming as she went down the door aisle in the hardware store, ringing each display.

Her gregarious nature and love for gadgetry opened doors of another sort. During her first career working in the IT department of a major HMO company, she was offered a sales position at a large, well-known telecommunications company that provided technology to the HMO. Not surprisingly, Ines excelled in her new role,

quickly earning awards and recognition for her work.

Eventually, Ines found a way to combine the two things she loved most: technology and homes. A family member suggested to Ines that she get her real estate license. However, Ines was so successful at selling telecommunications systems and applications, and subsequently at training high-level clients to use it, that she ended up using her license only occasionally. But in 2009, Ines decided she had had enough of the long commute from Irvine to Los Angeles and the high-pressure corporate world, and she announced that she was ready to give her full attention to real estate.





Many who knew her questioned her judgment for entering the industry at such a volatile time. But the optimistic and indomitable Ines assured them that she was determined to succeed. “I walk by faith every day of my life,” she says. “I remember praying for guidance, because I felt this was the direction I was being led. My mom always taught me to save, so like a squirrel, I had been putting my nuts in a corner. I was prepared to make the change in a market where real estate was a hard sell. But I kept my energy up and kept a positive attitude. I told myself, ‘I’m going to make it.’ I have, and I haven’t stopped since.”

The Wright Fit

Ines chose Regency Real Estate, where a family member had worked before her, and where she knew the culture was consistent with her high moral values. “For me, Regency is the perfect fit. The primary reason is that it is a predominantly Christian company. We don’t apologize for our faith here. We have a tradition that before office

and team meetings, there is a designated agent to open in prayer.”

Ines is a member of “The Wright Team,” under the direction of broker Ed Wright. In 2013, the team decided to revamp its look by creating a welcoming and collaborative workspace with a modern vibe, and Ines was instrumental in spearheading the initiative. “Ed created what we call ‘The Hub,’” Ines explains. “Our work area is different from other teams at Regency. We brought in a designer to help us design a central space where we could exchange ideas and thoughts. Instead of traditional desks, we have a long table. The area is decorated to reflect who we are, including a stencil on the wall that says, ‘The secret to joy is seeking God in all circumstances.’ A cool coffee maker, a cookie maker and a popcorn machine were also added to improve the experience we would offer to our clients and agents. We want people to experience something here, and if we are going to attract the younger generation and want them to work here at the office, things have to change.”

“OPENING DOORS AND UNLOCKING DREAMS”

Ines’ energetic, can-do spirit makes her an indispensable figure at Regency, and has resulted in two unique honors recently bestowed upon her. Regency is owned by 33 shareholders, and to have a voice in the company, an agent must become a shareholder. However, this year the company created a new position with Ines in mind – that of shareholder associate. “It allows me to participate in the business side of the company as a shareholder would. I have also been asked to serve as secretary of the board of directors. One of my goals for this year is to bring fresh ideas and more technology.” Ines’ long-term goal is to become a shareholder and develop her own team.

Words Matter

Ines understands that words evoke feelings. When she talks with clients, she uses the word “we,” because she wants to assure them they are not alone in what may be a new or stressful process. Ines doesn’t refer to a sale or purchase as a transaction, rather she uses the word “journey”

to denote the significant life experience she is sharing with her client. And she never uses the word property to identify real estate. “I never call a home property. It’s their ‘home.’ One client I met was interviewing several listing agents, and I got the listing. I always ask clients why they awarded me the listing. She said, ‘You’re the only agent who called my home a home. This is where I raised my children and where my husband brought me over the threshold.’ That was a good lesson for me.”

Her memorable slogan “Opening Doors and Unlocking Dreams” was borne from a real-life client experience. “One day I was showing a home. I opened the door, and she stood in the doorway and looked around and said, ‘You just unlocked that door and unlocked my dream.’ A few months later, I realized how well that described what I am trying to do for clients every day, and I began using it as my tagline.”



FROM LEFT TO RIGHT: INES NEGRETE; PATRICE TRAPP, JR., ESCROW OFFICER; LISA VEDOVA, ORANGE COAST TITLE REPRESENTATIVE; MICHELLE SILVERBERG, TRANSACTION COORDINATOR; KAY WHELOCK, ESCROW MANAGER/OFFICER



So many of Ines' clients have taken the time to express how they feel about her service in their own words. Sheila Kelsen of Mission Viejo said, "How does one describe the consummate Realtor® in one word? One who is professional, knows the market and market value of Orange County real estate, knows how to get things done quickly by professionals (she has the people), can help stage a home to show it off in the best way possible, has integrity, compassion and passion for everything she does, believes totally in her clients and listens to what they want and need?... Well, maybe I can't use just one word; I'll use two: Ines Negrete! I highly recommend her and her team to help you navigate the tricky waters of real estate. She is simply the best!"

Rob and Melessa Essman of Lake Forest called Ines "Ahhhh-mazing! If we could give Ines Negrete 10 stars we would. We promise you will have a wonderful experience buying your next property if you choose Ines."

Carlyn and Michael were recommended to Ines by their mortgage broker. They wanted an agent who would hold

their hands throughout the real estate process. Carlyn said, "Ines is incredibly responsive, helpful, knowledgeable, and we felt assured that she always had both mine and my husband's best interest in mind. The level of customer service that she provided was beyond impressive. You have to see it to believe it."

Ines feels she was born to serve other people, and she serves her God by serving others. Recently, her life changed when she met the love of her life. "God sent me an amazing man. He is extremely supportive of my business, and he is now studying to get his real estate license so he can help me. I spend any time I can with him and my mom, whom I adore." Ines is also active in her church and is especially passionate about helping with the food pantry.

Ines still has a fondness for ringing door bells. She is well-known in her farm neighborhoods, where she regularly leaves clever marketing pieces and memorable gifts. She is always eager for the next door to open. It may just be the doorway to someone's dreams.

MY FAMILY: BROTHER CARLOS NEGRETE, MOTHER CONCHITA,
INES, AND PARTNER AND LOVE, DAVE DEL GIACCO



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