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Q
&
A

WITH CHRISTINE BAKER

WILLIS ALLEN REAL ESTATE

Q: Real Estate is such a competitive industry, why did you choose a career in real estate?

A: After spending 20 years working in the insurance industry, I took some time off to be a full time mom to our four children. My intent was to return to the work place, but in a different capacity. With my prior professional experience, I knew how to run a business so decided to get my real estate license to have more direct control over my work hours and earning potential. I began my real estate career in 2008 amidst the biggest real estate collapse in San Diego history. But, I knew there was only one way to go – UP. If I could build a successful real estate business in a tough market, I would be poised to have much success in a more normal market. After 11 years, I have built a lucrative business and been recognized by the San Diego Association of Realtors, as a Circle of Excellence Silver and Gold Agent. I'm also one of the top producers at Willis Allen Real Estate a locally owned brokerage affiliated with Christie's International Real Estate and Luxury Portfolio International which offer the finest marketing tools and technology platforms in San Diego county.

Q: Do you have a specific market or clientele you focus on?

A: I work with people; not a price point or specific areas. My role is to listen to my clients, learn their needs and desires so I can best help them achieve their real estate goals. I've been fortunate to have lived in a variety of San Diego communities from Rancho Bernardo, to Downtown San Diego and Coronado, so my personal experience provides me with valuable lifestyle insights to share with my clients. I love working with first time buyers and insure they have a positive home buying experience and also love the challenge of working with sophisticated, high net worth clients on highly complex transactions. With a passion for education, I learn something new in every transaction that my clients and I will benefit from.

Q: How has the role of a Realtor changed in the last 10 years?

A: Like most industries, the internet has had the most significant change on how Realtors do business and how people approach real estate purchases. There is an enormous amount of information that buyers and sellers can seek out on-line. However, it's now more important than ever for buyers and sellers to have an experienced, trusted real estate advisor who can explicate the information to people in the market place. Regardless of the outstanding property photography and video, nothing replaces visiting a property with a seasoned agent.

Q: What do you see on the horizon for the San Diego real estate market?

A: San Diego will continue to struggle with new and affordable inventory for the foreseeable future. The more San Diego can attract business with higher paying positions the more it will help the housing market. San Diego is home to many micro markets but taking a high level look, San Diego is a 'normalizing' market. For the last five years there was higher appreciation in most areas, but with lower inventory and accelerated prices the number of units may be less but the prices continue to increase at a healthy rate of appreciation. I don't foresee any significant changes in interest rates that would adversely effect the market.

Q: Why should buyers or sellers work with you?

A: I believe that "people hire people". When it comes to making significant decisions, including buying or selling real estate, most people will seek out a personal referral. I have met or exceeded my past clients expectations primarily because I care deeply for every person I work with. My clients who are sellers can be assured that I will personally handle their listing, marketing, negotiations and sale of their property. Buyers know that I truly listen to their needs, learn about their lifestyle and future dreams in order to help identify the best property to suit their needs. Highly personal service, a genuine interest in my clients and years of experience are why people work with me.



JUST SOLD \$1,748,999
Santaluz - Golf course views
Represented Buyer



CURRENTLY AVAILABLE \$1,099,000
Downtown 2 bedroom + Den at Bayside

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