



A HISTORY OF SUCCESS



By Lalaena Gonzalez-Figueroa

For nearly 50 years, the family of professionals at Conrad & Associates, Realtors® have offered their clients exceptional representation in a range of residential and commercial real estate transactions. The firm has become a staple within their community, respected for their market knowledge and appreciated for the outstanding level of service that they provide. Consistency has been a key to the company's success; despite the cyclical nature of the real estate industry, Conrad & Associates are unwavering in their client-centric approach.

There's no denying the increased level of consumer savvy brought on by the advent of technology in real estate. Despite this, notes Jeremy Conrad, buyers and sellers still require the expertise of licensed Realtors®. "People really need our help," he observes. "While infor-

mation has become more readily available to consumers, the complexities associated with real estate and lending transactions have also increased. We are knowledgeable and experienced, acting as advocates and resources for our clientele."

Their long-standing history is a testament to the quality of services and personable care that the agents at Conrad & Associates offer. Jeremy and his brothers Bill and Steve, along with their father Bob, uphold the philosophy of Bob's father George Conrad, who founded the brokerage in 1963. "As an independent brokerage, we are focused on meeting the needs of our regional customers," says Jeremy. "Our intimate knowledge of the local market and our boutique-style firm allow us to be responsive and in-tune with the communities we represent."

JEREMY CONRAD

They have achieved longevity through adaptation. By successfully incorporating the technological tools and systems necessary to stay current on a changing market, the Conrads have ensured that they remain up-to-date on trends and developments within their industry. What hasn't changed, though, are the long-term relationships they've cultivated with clients and colleagues. Online property information is only part of the bigger picture, notes Jeremy. "We are constantly studying the inventory within our marketplace, previewing properties and networking with agents to stay abreast of what's available and up-and-coming for our clients.

Jeremy and Bill have expanded beyond their regional market, networking with outstanding agents nationwide thanks to their participation in the Mike Ferry Organization. Through real estate coaching, notes Jeremy, the team has gained a more comprehensive understanding of how to better meet the evolving needs of their clientele. "We are continuing to expand our industry knowledge, closely following trends in the areas that impact our customers," he explains.

In order to best meet the needs of an incredibly diverse consumer base, Conrad & Associates has expanded their firm to include a full-service property management division. Headed by Steve Conrad, the business handles an array of arrangements from single-dwelling leases to large apartment buildings. Though the company has, throughout the course of its history, handled the occasional client's property management needs, there came a point when the Conrads realized they had the experience, knowledge and manpower to create a stand-alone division within the firm. "Our clients needed a higher level of representation than they were receiving from other companies," Jeremy notes. "In 2007 Steve took the reins and has been very successful in building our property management business."



At Conrad & Associates, meeting the needs of clients has also meant working with REO and distressed properties. Their long-standing relationships with businesses and residents have enabled the Conrads to assist individuals in acquiring bank-owned properties and in negotiating successful short sales. "It's not an easy time for many people, but we do what we can to alleviate their stress and anxiety," Jeremy explains. He and his partners are highly adept at capitalizing on opportunities for equity sellers and buyers as well, from first-time buyers to sellers of multi-million dollar properties. Based in San Clemente, the Conrads specialize in the South Orange County coastal region and surrounding communities. They have also found a niche market through an alliance with Sportstar Relocation, which works with professional athletes whose moves are prompted by team changes. Every client, notes Jeremy, benefits from the Conrad & Associates promise of exceptional and knowledgeable care.

Their family dynamic is one that cannot be replicated. The Conrads operate their business with the vision that has defined their brokerage from its inception. 2011 was a productive year for Jeremy, with a record 65 transactions closed. And Jeremy indicates that he is ready to repeat his performance. "We're staying positive and focused on business," he remarks. "We look forward to continued success in the years to come."

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