

TOP AGENT

MAGAZINE



MICHAEL & ANITA MARCHENA



MarchenaHomeTeam.com

YOU'VE GOT 99 PROBLEMS BUT A REALTOR SHOULDN'T BE ONE

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How did Michael and Anita Marchena become one of the most trusted real estate teams in Southern California? Michael was inspired to become an agent after he and Anita purchased their first home and received bad advice from an agent. After that experience, he started reading up on real estate himself. At the time, he was running a printing company and web design business and he did a lot of work with Realtors. Eventually he heeded all the signs pointing him toward real estate and studied for his license. Michael's business as an agent was soon booming and Anita saw that he needed additional support, so two years ago she got

her license and joined him. They now lead a team that includes two additional buyer's agents. For listings, they serve Los Angeles, Riverside, Orange and San Diego Counties. For buyers, they focus on Riverside County.

What sets Michael and Anita apart from their peers? "Our slogan is: 'You've got 99 problems, but a realtor shouldn't be one,'" Michael says with his characteristic smile. "We try to live by that!" He and Anita truly care about their clients, and they always take the time to learn the process and do everything they need to do in order to protect their clients and help



them achieve their goals. They also respond promptly to clients' questions. "We treat people the way we want to be treated and we focus on customer service," Anita said. "We've personally had an experience buying a house from an inexperienced agent. So we make sure we are educated, and we also walk our clients through the process and solve every problem as it arises." To stay in touch with past clients, Anita reaches out by phone to ask if there is anything she can do to provide further support, and Michael uses social media. They also call clients for home anniversaries to let them know they are thinking of them!

To market listings, Michael and Anita take a thorough approach. They post all listings on the MLS and other major real estate websites. They create high quality flyers they distribute by Every Door Direct Mail (EDDM), a targeted advertising technique that allows them to map their audience by age, income, household size and geographic area. They also conduct social media and online marketing campaigns, and they double down on their marketing techniques whenever there is a market downturn. The result is often a quick sale at a competitive price. The Marchenas are currently working to sell a gorgeous



Spanish-style home with a pool at 28323 Carlisle Street in Murrieta CA 92563, as well as several other listings.

Recently they've sold two homes—one in Murrieta and one in Temecula—owned by

licensed real estate professionals who were unable to sell their properties. The first owners—in Murrieta—had been trying to sell their own home for 35 days with no showings. After seeing Michael and Anita's reviews online, the real estate agent owners asked them to take



over the listing. Michael and Anita were able to sell their home in 35 days at list price. The homeowners in Temecula, who were also licensed Realtors, had their home on the market for 43 days with no showings when they handed the listing over to the Michael and Anita. Using their aggressive marketing strategies, the Marchenas were able to sell the home in Temecula in 40 days, despite home values dropping in the area.

What do the Marchenas like most about their work? "That rewarding feeling you get

when you are handing someone their keys and they are overwhelmingly excited!" Anita says. "It's fun because it's a different experience every time. We get to meet people and we've become close friends with many of our clients. It can be stressful, but it's very rewarding!" In their cherished free time, Michael and Anita love to spend time with their two daughters. "We love Disneyland. We try to take our kids at least once to twice a month since we work so much—it's our little escape for our family day," Anita explains. To give back to the community, Anita and



Michael are members of the PTA and are very involved in their daughter's karate fundraising events. Michael volunteers at their daughters' school every Friday as part of the school's

Watchdog Program. For the future, Michael and Anita want to continue serving their clients well and help them to make well-informed decisions that will benefit them over the long-term!

To find out more about Michael and Anita Marchena, contact them via email at michael@marchenahometeam.com or by phone Michael: 951-334-3403 or Anita: 951-334-3386. You can also check them out online at marchenahometeam.com