

TOP AGENT

MAGAZINE

ADDORA
BEALL





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If Addora Beall is any example, the public perception of the real estate industry is about to change. This five-star agent is deeply invested in raising the professional bar in real estate. As a licensed broker and a broker associate at Hall & Chambers Real Estate and the incoming president of the Glendale Association of REALTORS® for 2017, she's already making a difference.

Addora didn't set out in life to help people make their real estate dreams come true. But she did have a related passion: interior design. After earning her degree and working as a designer for several years, she felt the urge to do something more challenging. "When I was a little girl, my mother dragged me around looking at houses all the time," she says. "In later years, when I expressed my desire to transition from interior design to something else, my husband suggested that I might be good at real estate. I jumped right in with both feet and never looked back. It fit like a glove!"



After being in business nearly 18 years, Addora loves the win for everyone involved. “I have a different mindset than a lot of agents,” she says. “My desire is to serve my clients. I put their interests before mine, and it shows in every facet of the transaction. I’m not afraid to tell my clients the truth. I’m not going to tell them what I think they want to hear; rather, I’m going to tell them

what’s going to help them achieve their real estate goals.”

Clients recognize the gem they’re getting in Addora and spread the word. She has a large referral business, but she also has a strong online presence, including a consistent weekly blog that draws new clients. Many, too, have seen her endorsements on Zillow from past clients or



found her on Facebook and contacted her. She's primarily a listing agent but often works with her sellers in finding a new home, or a past client will refer her to a buyer or seller.

When the transaction closes, she stays in touch with a high percentage of her clients. "I want my clients to feel like I am their agent for

life, not just one transaction. I keep in touch on a regular and semi-regular basis; they know I am always there to help them," she says. "Social media, phone calls, lunches, dinners – and many times, they call me. It's an aspect of the business that I really enjoy. To watch my clients over the years as they enjoy their homes and then being a part of their next

move as their lives change is a real delight. A few times I have gotten to sell their children a home too!”

Every glove has five fingers, and Addora makes certain that each of her professional “fingers” reaches out to others. In addition to her upcoming role as president of her association, she’s a Professional Standards Trainer for the California Association of REALTORS®. She’s Chair of the Professional Standards



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Committee for her association, and she teaches ethics monthly at the association’s New Member Orientation. She is passionate about helping new agents to find their way in this business and do good work. Addora has also served on the boards on several philanthropic



organizations. She’s been vice president of the Glendale Educational Foundation, which enriches the learning experience for every student in Glendale through the foundation’s financial support, and served on the board of Glendale Healthy Kids, providing no-cost health care to children who are underinsured or have no access to insurance.

Are there more fingers on that glove? For Addora, yes indeed. Besides



spending time with her family, she's active in the Glendale Historical Society, having served as a docent in their annual home tour and helping preserve the lovely, historic single-family homes in Glendale, among other things.

Because her responsibilities are going to increase the next year when she takes office as president of the

Glendale Association of REALTORS®, she's working toward building a support system for her business. "I want to be able to serve the association and its' members well," she says.

With Addora's laser focus aimed on serving her clients and the association, you can be sure that bar will be higher than ever.

For more information about Addora Beall of Addora & Company at Hall & Chambers Real Estate, La Canada Flintridge, CA, please visit <http://addorabeall.com/>, call 818.521.5168 or email Addora at sellingglendale@gmail.com