

TOP AGENT MAGAZINE

DAN SPANO



Though fascinated by real estate since purchasing his first home at the age of 21, Sierra Sotheby's International REALTOR® Dan Spano's most fortuitous entrepreneurial venture came after relocating to Lake Tahoe from Southern California. "I sold my burglar alarm business and came here

to find an opportunity to start my own real estate brokerage," says Dan. The resulting company, Paradise Real Estate, served Lake Tahoe buyers and sellers for 25 years with a gradually increasing presence in the luxury sphere.

Visits from brokerages to his prime office location weren't uncommon; other agencies often expressed interest in teaming up with Dan. "I had probably the best location in Lake Tahoe, with plenty of walk-by traffic." But when Sotheby's approached him last year, Dan knew the right opportunity had arrived. "Given my interest in luxury real estate, I was attracted by the Sotheby's brand when it was presented to me," he says. "I had been focusing on lake view and lakefront homes and, because of that, I felt the branding merge with Sotheby's would be a good fit."

That hunch proved true. After merging his real estate brokerage with Sotheby's last year, he has secured some of Lake Tahoe's most prestigious listings. "I am currently co-listing on the largest, most expensive lakefront property on Lake Tahoe," he says, describing the 31-acre "Sierra Sunset" property in Zephyr Cove, NV, not far from the action in the South Lake Tahoe area. "That's a great start to expanding my luxury interest," he says.

In the Lake Tahoe luxury arena, where more than 95% of homebuyers begin their searches online, nearly all of Dan's marketing efforts take place digitally. "My marketing is second to none here in the Lake Tahoe area," says Dan, who in addition to advertising through MLS and the popular online real estate sites, maintains two websites. "Combine that with the Sotheby's International Realty branding and we have a very heavy marketing presence." He takes advantage of access to an experienced team including professional photographers plus cutting-edge videographers, drone videography and website developers who deploy the latest technology and SEO methods.

Possibly even more notable than his listings and his marketing, however, is Dan's attention to his clients. "I consider myself a consultant, not a salesperson," he says. "I truly love, live, breathe and eat real estate. I enjoy the opportunity to

help people be successful either at locating a property they're dreaming of or selling their property for the most money in the least amount of time." He meets those goals through detailed, focused follow-up. "I have a complete team with a transaction coordinator, an online marketing team, a few hand-picked associate REALTORS® and a personal assistant. But my clients get my undivided attention."

Those clients applaud his service, his communication and the fact that Dan is present before, during and after a transaction; he is always ready to help with whatever they need. It helps, too, that he's a nice guy, personable and a good listener. "It's never about the commission; it's about the people." His clients agree, saying that Dan does everything he says he will, promptly and completely. Buyers and sellers alike also value the fact that, as a 30-year Lake Tahoe resident, Dan knows every corner of Lake Tahoe. "I help consult my clients searching for their ideal home anywhere on the entire lake, not just one area like many agents." In addition, his luxury website includes a cutting-edge interactive map encompassing all four regions of Lake Tahoe.

Naturally, Dan stays involved in the community, serving as a past president of Rotary and a Past charter member and one of originators of the Lake Tahoe Referral Network. He also volunteers his time for various charities and real estate related initiatives. Though his greatest passion is real estate, Dan is also an avid cyclist, both recreationally and competitively. And of course Dan and the true love of his life, his wife Jana, fully enjoy the year-round outdoor living Lake Tahoe affords.



To learn more about Dan Spano, visit
<http://luxuryhomeslaketahoe.com>,
and <http://paradise-realestate.com>,
email dan.spano@sothebysrealty.com
or call 530.318.1945