

TOP AGENT

MAGAZINE



**NATALIE
McNANY**



As a young woman still defining her professional life in 2007, a sequence of events and decisions proved that Natalie McNany's business acumen and service skills could foster a thriving career. Having grown up in the small town of Pioneer, CA, Natalie moved to Silicon Valley to attend college and obtained her AA in Administration of Justice. "That field was so flooded with interest from shows like *CSI*, that I had to look at other opportunities!" While exploring, she worked as a bookkeeper for various companies, soon discovering her niche.

As Broker and Owner of First Statewide Realty, Natalie McNany, runs a customer-focused team that helps people make the most of their real estate investments. "Each of us has specific qualities that we bring to the team."

The owner of one of those companies, a property management firm, began encouraging her to earn her real estate license and ultimately, to manage the office and obtain her Broker's license. She loved this type of work so much that when the owner retired in 2014, Natalie took over as Broker and Owner of First Statewide Realty. There, she runs a customer-focused team that helps people make the most of their real estate investments. "Each of us has specific qualities that we bring to the team," she says. "I'm great with the numbers, another person is great with the marketing," and so forth.

Covering Santa Clara County and parts of the Peninsula in the Bay Area, Natalie's collaborative style helps both property owners and



other REALTORS® succeed. “Our focus is property management,” she says, noting that some client relationships include listings and sales. “But with listings, we mostly work with REALTORS® at different branches to help them expand their portfolios.” By passing business back and forth, everyone prospers. For instance, if a REALTOR® in Natalie’s network has a client who is unsure about selling or renting, Natalie and the other REALTOR® work together to help that client. “If they decide to rent, I take over; if they want to sell, I pass it back to the other REALTOR®.”

Agents value Natalie’s open, transparent approach to business. “We’ve expanded and grown because of this,” she says. Managing nearly 200 units, First Statewide Realty pro-

vides full-service property management from getting properties rent-ready to advertising; showing; screening tenants; facilitating lease agreements; managing maintenance issues; and ensuring a smooth turnover between tenants. “We also offer a one-time lease option if an owner wants to manage the property themselves.”

Beyond impeccable service, Natalie’s success track shows her attentiveness to clients and her activism for her industry. “We stay in touch with our clients and, depending on the relationship, send cards, gifts and notes throughout the year or call to let them know we’re thinking of them.” Natalie describes one client whose house she managed 10 years ago. Coming across the file recently, she called



Natalie and her husband, Zech, taking a break at Corral Canyon during NAR's 2017 Broker Summit.



Natalie's active lifestyle on the California Delta has lead her to meet many people in the East Bay who say her brand in property management is in demand there.



them. It turns out that they were planning on selling their \$3 million property and wanted her to list it. When marketing that home, as with rentals and other sales, Natalie takes advantage of her networks within the two real estate associations in Santa Clara County. She incorporates staging, high-end video tours and extensive online exposure. With such thorough marketing, she reaches international buyers who may buy sight unseen.

Through her active membership in two real estate boards as well as being the 2017 Treasurer for the Women's Council of REALTORS® Silicon Valley Network and PACs or political subcommittees related to property management, Natalie is an invaluable source of information for her clients and peers. "I know in advance about proposed bills that

could be a threat to our industry," she says. She also enjoys giving back to causes that support women in the workforce. "We're currently involved in a drive for women's professional clothes and accessories and have a collection station right in our office," she explains.

In her personal time, Natalie enjoys the outdoors, taking advantage of Northern California's opportunities for wakeboarding and boating or hitting the trails on her dirtbike. Through many of her adventures with her husband, she has met people from the East Bay area, who say her brand of property management is in demand there. "My goal for 2018 is to open a branch in the East Bay," says Natalie. "I don't want franchises but new branches. We're ready!"



To learn more about Natalie McNany
visit FirstStatewideRealty.com,
email nataliemcnany@gmail.com
or call 408-253-1002