

TOP AGENT MAGAZINE



CHRISTY LANIADO

How did Christy Laniado become the gold standard for boutique real estate agents in Vancouver? By keeping her commitment to helping people and going above and beyond for her clients. Christy started her real estate career in commercial real estate a decade ago. While she enjoyed many aspects of the work, she found herself craving a career more focused on being of service to people in

her community. Close to five years ago, Christy decided to try residential real estate. "I loved it from day one!" she says. She's had a thriving business ever since and one that continues to grow every year.

Christy specializes in North and West Vancouver to Howe Sound. Due to the excellent service she provides, 65% of her business comes from repeat clients or referrals. Her thoughtfulness and generosity towards others sets her apart from other realtors in the area. She recently did "Thirty-One Days of Doing the Unexpected" where every day for an entire month she did something kind for someone for no reason. "I brought coffee to all the construction workers in my area working on a stormy day," she says. But most of her acts of kindness were towards clients. To one client about to move out of a home, she gave a six-hour house clean by two professional cleaners. For another, she bought a day package at a spa in Whistler that includes a massage. For clients returning from a trip to Mexico during a snowstorm, she shoveled their walkway and driveway so they'd have a smooth return home. "It can be stressful moving," she said. "I help my clients along the way." These small kindnesses come naturally to Christy and result in loyal clients for life who are eager to sing her praises to their sphere of influence.

Christy has a true talent for setting a listing price. On average, she sells listings within two percent of the original price; and she's always honest and up front with clients about the price at which their house will realistically sell. Her clients appreciate her integrity and all the perks of working with a real estate agent with a boutique business. "I like to have no more than four clients at a time so I can really take care of everyone and make them feel like they are my only client," she says.

At times, Christy can be what she calls "the anti-realtor." She recently talked an elderly couple out of selling their beloved home by educating them about how they could modify it to make it livable for them

for another decade. "They said, 'You won't have our business anytime soon, but we are telling all our friends about you,'" she says. "I'd rather do that and walk away feeling like I made a difference in someone's life than pressure someone to sell a house they'd be happier to stay in. I love helping people and I love negotiating."

To give back to her community, Christy participates in events such as the annual Ride to Conquer Cancer and volunteers at charity fundraisers through a local church. During wintertime, she hands out gloves and hand warmers to the homeless; and she also supports nonprofits that shelter and find homes for rescue dogs. In her cherished free time, Christy enjoys hiking with her two dogs, downhill skiing and snowshoeing. For the future, she hopes to keep her business at a boutique size that allows her to serve only a few clients at a time to a very high standard. "I love what I do," she says with a smile. "It's my passion. I wake up every day with a fire inside wondering who I can help today—it drives me."

- 2017 Royal LePage Sussex
- Recipient of the Directors Platinum Award
- Top 5% West Vancouver Howe Sound Marketplace
- by gross sales and earnings.
- 2016 Master Sales Award
- Certified Member of the Institute for Luxury Home Marketing
- Certified Seniors Real Estate Specialist



To find out more about Christy Laniado,
email christy@royallepage.ca
or call 604-349-0098.
You can also check her out online
at christylaniado.ca