

SUCCESSFUL BY DESIGN

Written by Haley Freeman

Top-producing Realtor® Carlos Gutierrez at Coldwell Banker Town & Country is successful by design. He has spent 18 years perfecting his understanding of real estate and developing winning strategies to help sellers get the highest price for their home and buyers find the right home for their lifestyle and budget.

Carlos began his real estate career investing in income properties with his wife, Marla. It wasn't long before friends began asking if he could help them make the same kinds of profitable investments. "I'm really passionate about what I do," he says. "Real estate has been a great

wealth-building tool for us, and I'm happy to share it with other people. When I tell people about it, they see the enthusiasm I have."

Since joining Coldwell Banker in 2011, Carlos has taken his business to the next level. He has been strategically building his personal brand alongside Coldwell Banker's nationally and internationally recognized name, and utilizing the best technology tools to inform people in the Inland Empire and beyond about his award-winning service.

"I pride myself on my integrity in my business, and my reputation is clean and strong. My goal is to under promise and over deliver at all times. That means always being honest with people and always being in communication. I'm constantly reevaluating and asking myself and my clients what I could do better. I really care about people and the experience they have working with me, and I like to think that comes across."

Detailed reviews from clients spanning first-time homebuyers to savvy investors clearly demonstrate their heartfelt appreciation for Carlos' unparalleled professionalism. One wrote: "Carlos helped me buy a home half way across the country as a first time home buyer. That alone should say a lot about his work. I appreciated his professionalism in every encounter we had."



CARLOS GUTIERREZ

COLDWELL BANKER

Town & Country Real Estate

Another said: "I have been a real estate investor for over 25 years and have hired countless Realtors®. Carlos Gutierrez is absolutely among the very top tier of any I have ever encountered. He provided thorough, knowledgeable market data for me, and his seasoned input regarding the salability of my rental property within two hours of my initial contact. Carlos' keen marketing strategy and his extensive network of relationships with potential buyers resulted in me getting an all-cash offer on the very next day! Two weeks later, escrow closed. Deal done without a hitch! I cannot say enough about Carlos' perfectly responsive, easy-access communication, professionalism and his extreme honesty and integrity, even when it could affect his own profit. He is an awesome pro with whom I am thoroughly pleased. This is a 100% real review from a 200% satisfied client!"

While listings are the core of his business, Carlos also works with select buyers. But as demand for his service is rapidly increasing, he is building a solid team that will expand to include more buyers' agents and another assistant this year, freeing him to continue giving his clients proactive representation. His comprehensive service includes a proven 12-step marketing and advertising plan, designed to sell every home quickly and for top dollar. "I provide staging, professional photos, and I pay for premium advertising on websites so my houses pop up first. I also canvass the neighborhood and do old school open houses. My reputation grows every time I can sell a property for top price, and people feel more confident using me."

His extended team includes a number of results-driven colleagues who share his commitment to ethical and reliable service. He has longstanding relationships with lending, escrow and title professionals, as well as a talented

photographer. "My photographer is invaluable. I've been using him for eight years, and his photos are amazing. I go to all of my photo shoots and work with him to make sure the lighting is right and the home is model quality."

Carlos describes himself as a well-rounded person whose "drive comes from within and from my parents, faith and the support of my family. My parents set me up for success, but I'm also a very spiritual person. I pray all the time for guidance. My wife is awesome and helps to balance my energy and risk-taking. We have a full house with three girls and a dog, so our lives are always busy! But I'm also involved with different cultural and artistic areas of life, and my guilty pleasures are cars and watches. I like to pursue many different interests."

By designing a real estate practice founded on his commitment to uncompromising excellence, Carlos is delivering on what he promises to clients while living a life he loves. He sums up, "When you help people reach their goals, the success will follow."

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