

TOP AGENT MAGAZINE

FAYLEN SILVA



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Faylen Silva began her real estate career in 2006, and her interest in the field started earlier than that. Faylen's grandparents were brokers, and her mom and dad were both REALTORS®, so she grew up hearing about real estate around the dinner table. Faylen's mom, who eventually became a broker, showed her the ropes and now the two of them work side by side in the same office. Over her 14 years in the industry, Faylen has forged strong relationships with clients thanks to her excellent customer service, friendly attitude, and ability to produce results.

Faylen lives and works in Lake County, California, a rural area near the Bay Area and the Napa Valley. "Many people move here because they are drawn to the area's great affordability and the slower pace of life: no traffic, up and coming wineries, and lake activities including Clearlake's world-renowned bass fishing," Faylen says. "From lakefront homes, to golf course homes, vineyard view, mountain and

valley view homes, there truly are so many options that Lake County has to offer and so much beauty depending on what the client is looking for."

A significant amount of Faylen's business comes from repeat and referral clients. Faylen's production volume averages around \$10.5 million per year, with her median sale price in the \$350,000 range. Staying in touch with clients is important, and it comes naturally to Faylen, since she lives and works in a relatively small community. She often runs into clients all over town, at the local grocery store, coffee shop, golf course, lake and more.

Faylen educates and communicates with her clients throughout the process. She takes pride in her excellent customer service and is always available, with prompt response times. "I'm a very organized person, so I enjoy all the moving pieces of a transaction, keeping things organized for my clients, and keeping

my clients informed through each phase of the buying or selling process,” she says. “I love working with people, and being able to help someone get into a new home is so rewarding.”

One trait that sets Faylen apart from other agents in her area is that she takes a more digitally-focused approach, with an emphasis on social media marketing. “I’m always trying to stay ahead of things when it comes to digital,” she says. “This has led to more clients, and more results. Also, I am a millennial, so I’m very relatable to the current pool of buyers in the market to purchase right now, and sellers appreciate the hands-on digital approach and keen eye for marketing their properties to the right audiences.”

Faylen participates in community outreach events, including setting up a booth and doing giveaways at her community’s Summer Concert on the Green series. She donates to the Children’s Miracle Network, which has received over \$160 million in donations from RE/MAX agents in North America. Faylen is also an active supporter of youth sports in her community. An avid runner, she regularly sponsors Lake County Miler events. Faylen has two young kids and when she is not working she loves spending time with her family, getting outdoors and staying active. She enjoys running, cycling, and spending time at the lake, whether it’s stand-up paddling, boating, wake surfing, hiking, or camping.

In the future, Faylen plans to continue to work hard for her clients by connecting and being available for them. She has also set a goal to obtain her broker’s license. “I’m really big on education,” she says, “so I want to continue educating myself to better help my clients.” Above all, Faylen wants to continue giving her clients the same excellent personal service. “I love helping people, and I love getting results for my clients. When I can help people achieve their real estate goals, it brings me so much joy and satisfaction.”



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