

# TOP AGENT MAGAZINE

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## *Nicole Truszkowski*



If you have ever imagined that living in or around Carmel-by-the-Sea would be a dream come true, agent Nicole Truszkowski would tell you that you are absolutely right. Though she's traveled extensively, she says her favorite place in the world is the place that she feels fortunate to call home. And there's nothing, Nicole loves more than helping others make their dreams come true by finding them a perfect home in Carmel, or the other picturesque towns along the Monterey Peninsula including Pebble Beach, Pacific Grove, Carmel Valley, and Big Sur.

As regional director for the North American division of a company that built and managed luxury golf, country and athletic clubs, Nicole became familiar with serving a high-end client base with an unparalleled level of impeccable service. Her involvement in the buying and development of these properties led to an interest in real estate. "I became very knowledgeable about all aspects of buying and selling properties," Nicole says. "Becoming a licensed Real Estate Broker felt like a perfectly natural transition. Plus my mom had been a REALTOR® when I was growing up, so it felt a bit like the family business."

When Nicole transitioned into the Monterey Peninsula real estate market she quickly realized she'd have to really make herself stand out in a very competitive market. "It seems like every other person you talk to in the area is licensed REALTOR®," she says with a laugh. So Nicole developed a plan that involved providing a world-class marketing strategy with a strong Internet and social media presence. It's a combination that's proving very successful. Nicole's state of the art website [www.EstatesofCarmel.com](http://www.EstatesofCarmel.com) helps current and prospective clients stay up-to-date on the local real estate markets. Nicole's website, Blog and lifestyle videos are greatly enjoyed by Nicole's large client base and sphere of influence.

Whether working with buyers or sellers, Nicole knows that quality communication is a key to building lasting

client relationships. "I'm always available to my clients," she says. "I consider it an honor to be not only their REALTOR®, but part of a trusted circle of advisers." She also positions herself as a resource for any home-related needs her clients may encounter, from interior design to absentee home management. "Handing over the keys is just the first step," Nicole says. "I want my clients to be clients for life."

Other distinctions that sets Nicole apart from her competition is her status as a Certified International Property Specialist, Certified Luxury Home Marketing Specialist and her Transnational Referral Certification which enables Nicole to conduct real estate in almost any country in the world. Because the Monterey Peninsula is a dream destination for clients the world over, these certifications give her an edge with international buyers.

Whether her buyers are looking for a luxury oceanfront estate, golf course property, or the perfect fairytale cottage, Nicole says that patience is key. "It's a very in-demand market, which means it may take more time than usual to find exactly what a client is looking for." And when they do? "There's no better feeling than making someone's dream true"

And she gets to do it time and time again, while living her own dream in her favorite place. "I love walking on the beach with my husband and dog," she says. "Sometimes we'll even see dolphins or sea otters playing in the surf, Carmel is a magical place."



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