

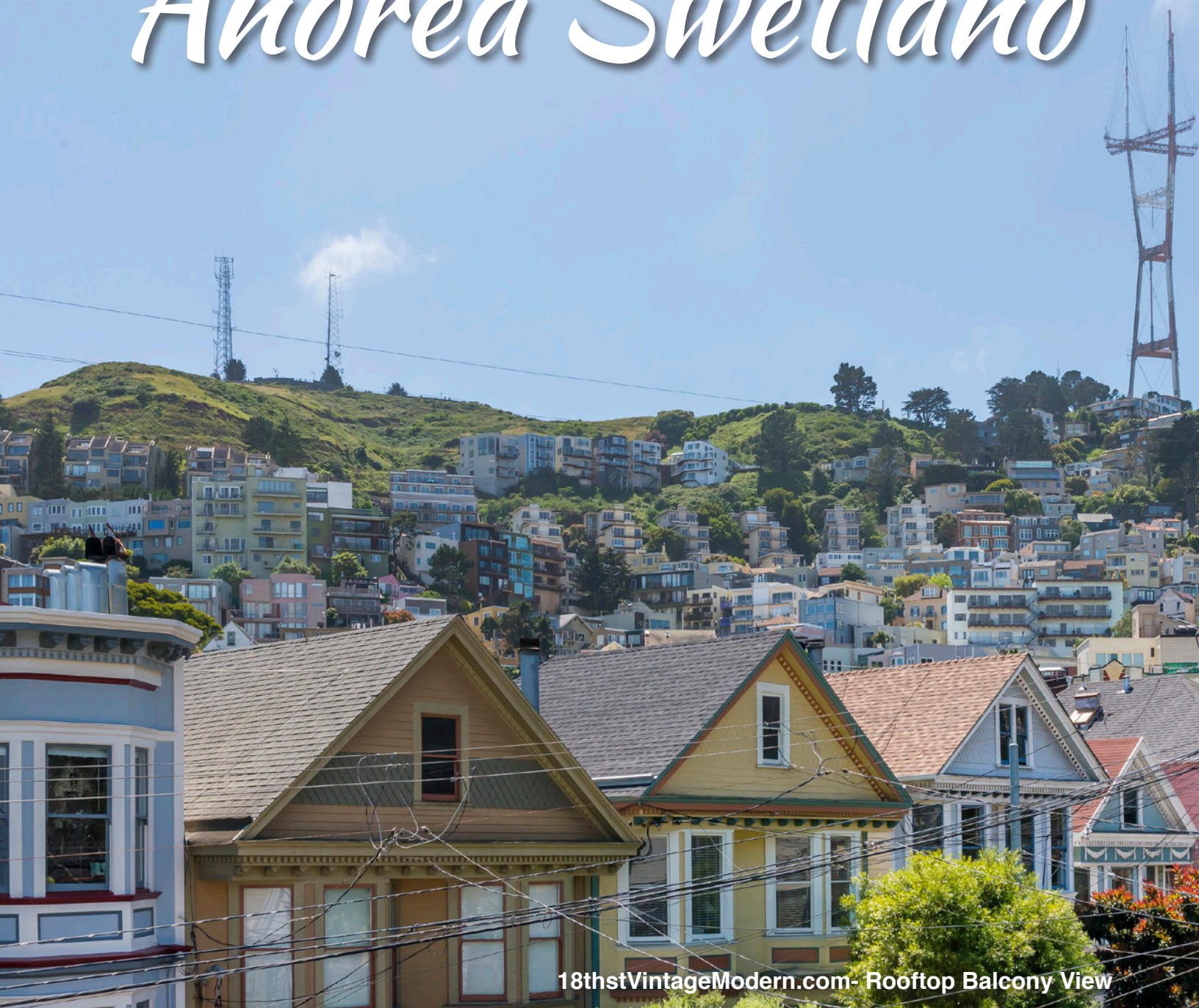
TOP AGENT

MAGAZINE

*Andrea
Sweetland*



Andrea Swetland



18thstVintageModern.com- Rooftop Balcony View

She showcased the San Francisco real estate market during the 2003 season premiere of HGTV's *House Hunters* in an episode entitled, "Coast to Coast", and she's been a top producing real estate agent since 2000. Andrea Swetland of Vanguard Properties dedicated herself to real estate during a brief

stint working as an assistant to a REALTOR® in Hawaii. She has never pursued another line of work. "When I returned to San Francisco I decided to get my license. That was 25 years ago." For most of those years, Andrea has worked independently, successfully managing all referrals and business development.



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PotreroModernluxury.com - Backyard

“But in 2014 I had a huge year and the referrals kept coming,” she says. “In 2015, I hit max capacity as a solo agent.”

Although each of the 54 new referrals she received in 2015 wouldn’t be buying right away, Andrea knew the time had come to expand her business. This year she’s done just that. For Andrea, however, growing a business isn’t about higher volume or making more money. “It’s about honoring

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all the referrals that come our way,” she says. “Ninety percent of my business is referrals. I feel a responsibility to serve people who have been told I can give them the help they need.” In addition to herself, her team now includes a licensed support staff member and two real estate agents. “It’s funny because I’m a bit of a Type-A control freak, so learning to give up things and rely on other people has been a personal growth experience!” she says with a laugh.



Andrea's team, WelcomeHomeSF, focuses on San Francisco residential real estate with a secondary market in Marin County. The fact that she has lived in San Francisco and the Bay Area nearly all her life positions her well to help people entering the Bay Area or

moving within the unique market. "Things move so quickly here that my membership in a pre-MLS network gives my clients an advantage," says Andrea. "We hear about listings before they're on MLS, which gives people a few days to look at and process



Andrea Swetland-Vaca,
Joseph Vaca, Cassie Kim,
Kerry Evdokimoff



WelcomeHome SF

BAY AREA

things.” The future of her business is bright. Andrea says that while she will continue growing, she’ll never sacrifice the personal connections she can make while working independently. “My biggest worry with the team approach is losing that one-on-one contact with clients. That’s the part I love most about my work, what my clients

appreciate most about me and why I have so many referrals.” She also values her relationships with other REALTORS®. “It’s extremely important to me to maintain lasting relationships with other real estate agents,” she says. “Doing so helps everyone involved in any sale, but especially the clients, whether they’re selling or looking to buy a home.”



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Andrea is heavily involved in volunteer work and fundraising for various Bay Area and national charities. “I’m part of the Junior League of San Francisco, for example, and for the last four years have worked on their Home Tour, an annual fundraiser.” Andrea enjoyed approaching homeowners in the neighborhood they wanted to feature. “Fortunately I’m comfortable knocking on doors!” she says, adding that she and her committee successfully convinced homeowners to join the Home Tour, which was no easy feat; each homeowner would have more than 1,500 strangers walking through their home. “People agreed to participate right away,” she says. “Junior League supports five major charities every year and people wanted to give back to the community. It feels good to learn about these organizations and keep supporting them.”

A mother of five children, three of whom she raised for 5 years on her own before remarrying and gaining two bonus children, Andrea understands the value of community-level involvement. “I also enjoy travel and I’m a big scrap booker,” she says. “I make my own handmade cards and mail them to my clients every year with a ‘Happy House Anniversary’ and a ‘Happy Birthday’ greeting. They love the personal touch, but I really gain a lot during the creative process.”



**Check out my new listing:
Vintage Meets Modern – Coming soon**



Forward Thinking Real Estate

To learn more about Andrea Swetland, visit WelcomeHomeSF.com, email Andrea@WelcomeHomeSF.com, or call 415.385.4768