

Jessica Wallace Celebrates 20 Years of Excellence in Santa Cruz Real Estate

December 03, 2024

December 03, 2024 - PRESSADVANTAGE -

Santa Cruz, CA ? Jessica Wallace, a distinguished REALTOR ® with Coldwell Banker Realty, proudly marks her 20th anniversary in the real estate industry this year.

From her beginnings as a real estate assistant to becoming a leading agent in Santa Cruz County, Jessica's journey reflects dedication, expertise, and a deep commitment to her clients.

Jessica's real estate career began in 2004 when she obtained her license after earning a BA in Art History and Spanish from UC Davis. She further enriched her cultural and architectural knowledge by studying abroad at the University of Granada, Spain, working as a tour guide in Rome, and living in Argentina for a year. These experiences ignited her passion for architecture, language, and culture, which she seamlessly integrates into her real estate practice.

In 2007, Jessica embarked on her independent real estate career, leveraging her comprehensive understanding of market dynamics and property value trends. Her approach is characterized by meticulous home preparation, strategic marketing, and skilled negotiation, ensuring clients achieve optimal outcomes. Jessica's extensive network of contractors, vendors, and landscapers enables her to enhance properties effectively, increasing their appeal and market value.

Clients consistently commend Jessica's professionalism and dedication. One client noted, "Jessica was fantastic! She got the ball rolling right away and never stopped. She has a fantastic team, and everything she does is efficient, cost-effective, and looks amazing. She goes above and beyond and treats your property like it was her own."

Another client shared, "Jessica is the best!! We give her the highest recommendation possible! We were new to the area and looking to buy a home, and Jessica was so knowledgeable and helpful. She gave us great

insight and advice on local communities, commuting distances, and more."

Reflecting on her two-decade journey, Jessica stated, "It's been an incredible experience serving the Santa Cruz community. I am grateful for the trust my clients have placed in me and look forward to continuing to help them navigate the real estate market with confidence and success."

For more information or to connect with Jessica Wallace, please visit her website at www.yoursantacruzagent.com or contact her directly at 831-419-9345.

About Jessica Wallace

Jessica Wallace is a top Realtor with Coldwell Banker Realty, serving Santa Cruz County and the surrounding areas. With 20 years of experience, Jessica offers comprehensive real estate services, including buyer and seller representation, relocation assistance, and investment property guidance. Her client-centric approach and in-depth market knowledge have established her as a trusted professional in the Santa Cruz real estate community.

Coldwell Banker Realty agent Jessica Wallace grew up in the real estate business and has an intuitive, deep understanding of market variability, property value trends and the importance of impeccable client service. A resourceful, caring problem-solver, Jessica puts Santa Cruz County buyers and sellers at ease as she takes what can be an overwhelming and stressful process and makes it fun, straightforward and profitable.

Jessica's comprehensive listing package takes her clients from home preparation to wide-scale marketing to closing at the highest possible return. Staging for maximum appeal is the first step to attracting potential buyers.

Jessica knows that fresh paint, furniture arrangement and subtle design elements can make all the difference. If repairs or upgrades are needed, she turns to her vast network of contractors, vendors and landscapers to help accentuate the home's assets while increasing its value and asking price.

Once the property is ready to show, Jessica launches a social media advertising campaign defined by engaging photography and cutting-edge video. Skilled negotiation is yet another of Jessica's many talents. As a trusted agent and advocate, she is entirely focused on protecting her clients' interests, especially in multiple-offer situations.

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