

REAL ESTATE

# EXECUTIVE

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## Rita Brooks: Excellence in Service

North County Agent Brings Results for Her Clients

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## North County Agent Brings Results for Her Clients

By Donna Kozik

Rita Brooks is committed to quality service and client satisfaction. By listening closely to her clients' needs, working hard, constantly learning so as to enhance her skills and service to her clients, she is able to help them achieve their goals.

What Brooks achieves goes far beyond traditional services. The Realtor, a former teacher, is a dynamo who continuously comes through for her clients. To help them to the best of her ability, she digs deep to find out the motivation for their upcoming transaction. "We address the issue of *why* they want to sell or purchase a home, *what* they want to accomplish and *how* I can do that for them," she said. Then Rita, along with her award-winning team, goes to work.

"I'm a more proactive agent," said Brooks. "I make it happen versus waiting for it to happen." And make it happen she has.

"We interviewed six different agents from different real estate agencies," wrote customer Jenean Fonseca. "None came even close to you on attitude,

optimism and how straight forward you are. We are impressed with the accuracy of your statements and actions — proof of the deep knowledge you have of your business."

### A METHOD TO HER ACHIEVEMENTS

Propelling herself and the people around her to success has worked well for Brooks and the Brooks Results Team of RE/MAX of Rancho Bernardo, which concentrates in real estate in North San Diego County as well as Southwest Riverside County. Much of her mindset and expertise has been built under the guidance of the Mike Ferry Organization (MFO), a top real estate trainer in the country.

"I've used a systematic approach from day one," said Brooks. "That way I felt that my clients would get the utmost service and care that they deserve. By having a systematic approach, nothing gets overlooked and everything gets

**(L to R) Standing: Ron and Sandy Fish, broker/owners of RE/MAX of Rancho Bernardo. Seated: Christina Lujan, Rita Brooks, Joan Perkins of the Brooks Results Team and Karen Haywood, Manager of Q & S Escrow, Inc. Rita and her team work closely with their brokers and affiliates to provide seamless service to their clients.**



done in a timely manner, ensuring a stress-free and smooth transaction.”

She goes beyond the norm to incorporate new techniques and systems, aiming to exceed her clients’ expectations. She has a communication system to keep sellers informed of the market competition and progress in transactions, does extensive marketing on the Internet, provides a Virtual Tour of homes, a written Definition of Service and a written Quality Service Commitment, and prospects daily for her clients.

“Every day from 9 a.m. to noon, I’m on the phone, trying to find buyers for the listings I have under contract,” she said. “I also try to find sellers for the buyers. Right now that’s critical because there’s no inventory in this hot market. It’s proven to be more effective than direct mailing or door to door,” said Brooks. “I also do a lot of referral business and network heavily.”

“We commend Rita for her excellence, her energy, her positive attitude, her business acumen,” wrote customer William Macey. “Everybody and their brother wanted to *list* our house; Rita knew how to *sell* it.”

Brooks is consistently recognized as a top-producing agent. During her career, she has received the Standards of Professionalism Award as well as the President’s Club Award numerous times. She moved to RE/MAX of Rancho Bernardo in 1997 and has earned their Platinum Club (top award) year after year. In 2001, she was named to RE/MAX International’s Hall of Fame. She was recently ranked in the top 50 teams for the RE/MAX of California and Hawaii Region.

## ALL FOR ONE

The extraordinary Brooks Results Team that backs Rita has also been trained in MFO techniques. “My assistants’ most important job is to assist me with our clients,” she said. “And clients just rave about my assistants.” The Brooks team includes Christina Lujan, administrative assistant, and Joan Perkins, office assistant. Lujan has been working as Brooks’ administrative assistant for more than two years. She handles all the administrative work regarding listings and sales. Perkins does all the miscellaneous paperwork and all the Internet work. They provide follow-up and are in constant communication with clients, respond promptly to ad and sign calls, help facilitate smooth escrow processes and assist in creating powerful marketing materials. In addition, Rita has a business coach who provides innovative strategies and advice for achieving the team’s production goals.

“The Brooks Results Team provides a comfortable selling and buying environment for clients,” said Lujan. “Our office is fast-paced, organized and full of energy.”

“Working as a team has many advantages for our clients,” agreed Perkins. “We are all involved in the files and with the clients themselves. When they call in and Rita is not available, either Christina or



**Rita Brooks has many important designations accorded by the real estate industry. She holds a GRI (Graduate, Realtor Institute), CRS (Certified Residential Specialist), Five Star Rated certification for mobile technology and Internet marketing, SRS (Senior Real Estate Specialist) and Luxury Home Specialist.**

**“We commend Rita for her excellence, her energy, her positive attitude, her business acumen. Everybody and their brother wanted to list our house; Rita knew how to sell it.”**

—From a satisfied client



**(L to R) Christina Lujan, administrative assistant, Rita Brooks, and Joan Perkins, office assistant, comprise the Brooks Results Team. This team augments their personal expertise with the Mike Ferry training system which propels them to a higher level of customer service and achievement.**

I try to help them as much as we can and then relay the information to Rita so that she can follow up. Working as a team helps to keep our service to our clients very personal and caring.”

Customer service is the most important aspect of Brooks’ business philosophy. She’s even done one better than “the Golden Rule.” She calls it “the Platinum Rule,” or “Do unto others as you do unto yourself.”

“Rita has very high business ethics and at the same time shows compassion and genuine care for her clients, always ready to help in any way that she can,” said Perkins.

“When clients call for information, they always get a call back that same day,” said Brooks. When customers list with her, they receive at least two calls a week — Fridays with a description of the week’s activities and Mondays to update on weekend developments. Clients appreciate that close communication.

“You were prompt and thorough in listing and selling our house in a matter of days. Every time a problem arose you were there to take care of it in a timely manner. We were able to contact you at a moment’s notice and you were always there with an answer or a callback within the day,” wrote satisfied customers Roger and Leona Chaffee.

And Brooks expresses that appreciation right back to her customers. She conducts a Client Appreciation party at the end of the year, facilitated by events planner Joan Sampson of Sampson & Associates. “It thanks clients for giving me the business,” she said. “I like reconnecting with them because I really do care about them.” She has built lasting relationships with her clients, often

becoming close friends with them. Her deep affection for people is obvious in how she treats her clients as family.

### **CONNECTING ONLINE**

Brooks boosts her personal service and attention with a user-friendly and informative Web site: [www.ritabrooks.com](http://www.ritabrooks.com).

“When somebody comes to my site, they have pretty much everything they need,” she said. That includes real estate as well as school and neighborhood reports. Prospective clients can request reports about any neighborhood or school system in the country. Brooks and her team create the reports and mail them to prospects facing relocation. Brooks also has a tremendous database of out-of-area agents to whom she can refer clients that are moving out of the area, ensuring that they will have another outstanding agent at the other end.

Brooks is committed to her community and is actively involved in service, business and professional organizations. She was an Ambassador of the Year for the Diamond Gateway Chamber of Commerce and served on their Board of Directors. She is involved with Soroptimist International of Poway, whose focus is on victims of domestic violence and finding transitional housing for women in those situations. She has been elected to serve on their Board again and helps with raising funds for the organization.

### **EXCELLENCE IN TRAINING**

Brooks earned the CFP (Certified Financial Planner) designation in 1984

**Rita Brooks’ Platinum Rule: “Do unto others as you do unto yourself.”**



Rita's wonderful home in shades of gray and regal purple is a refuge in her busy life. It was professionally decorated by Jeanette Roether of Creative Interior Designs and follows feng shui design principles.



Rita brings to her real estate business skills and training far above the norm. Her former professions include teaching and financial planning.

and practiced that profession for five years before entering real estate.

“Training as a Certified Financial Planner helped me look at real estate as an investment,” said Brooks. “I ask what the transaction will do for my customers financially and how they will benefit from it.”

In her first five years in real estate, Rita earned the GRI (Graduate, Realtor Institute) and CRS (Certified Residential Specialist) designations, the latter held by only five percent of Realtors nationwide. She received her Five Star Rated certification after completing extensive training in mobile technology and Internet marketing to raise her marketing and service in real estate to a higher level. In 2000, she added the Senior Real Estate Specialist designation to her list, putting her above the average agent in her commitment to higher education and standards. This designation and the training associated with it is reflected in her service to her clients. In 2003, Rita completed classes toward the Luxury Home Specialist designation. She served as the San Diego area vice president for the Southern California chapter of the Council of Residential Specialists from 2001 through 2004 and will chair their publicity committee in 2005.

“I love the challenge of helping people find their dream homes,” she said. “I am simply passionate about it and really love what I do. I find the work immensely satisfying.” She derives much of her personal satisfaction from seeing the responses from her clients when they achieve their goals and when she is able to see a difficult transaction through to a win-win solution.

It sums up what goal-oriented Brooks is all about: encouraging her clients to always look ahead, think positively and never lose faith that they will achieve their goals, all the while supporting them in their dreams. She is there to educate them on what is involved in a real estate transaction and then guide them through it in the most painless way possible. That’s why her clients keep coming back and referring their friends and family members to her. ■



## Rita Brooks and the Brooks Results Team

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