

A close-up portrait of a woman with long, wavy brown hair, smiling warmly. She has light-colored eyes and is wearing a dark top. The background is a neutral, light grey color.

TOP AGENT

MAGAZINE

Stephanie
Payab

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Sometimes it takes someone else seeing something in us that we don't see in ourselves to spark an idea. Such was the case with Southern California Top Agent Stephanie

Payab's real estate career. "When my first child was just under a year old, an agent stopped by asking if she could take a look a look at our house because she had clients want-

ing to move to the area," Stephanie recalls. "As she walked through, she looked at me sitting there with my baby on my lap and said, 'you should get into real estate,'" she continues.

"Even though it wasn't even on the market initially, her clients ended up buying our house and she kept on me about getting my license." That agent didn't give up, and would



check in with Stephanie once or twice a year to remind her to try real estate. Finally, several years and two more kids later, Stephanie received her license and within two years, had a full-time real estate career up and running.

Stephanie now serves the entire San Fernando Valley with a full range of residential real estate services. “I specialize in people, not a market segment,” she says. “I can’t limit

myself to just one aspect of the business.”

Starting her career shortly before the housing crash turned out to have a number of unexpected advantages. “I had about a year in the market before the crisis hit,” Stephanie explains. “A lot of agents who had been in for years were jumping out, but I was able to build something for myself by being willing to do anything and everything to stay in

the business,” she continues. “People couldn’t believe I was doing well in a declining market, but clients still needed real estate services and I was happy to provide them.”

Though Stephanie has called California home for several years, she credits her East Coast upbringing for her no-nonsense communication style. “I don’t sugarcoat anything,” she says. “I’m not going to say something to someone just to get

a listing. I want my clients to trust that I am being open and honest throughout the transaction.”

There is no doubt it’s precisely that openness and honesty that has allowed Stephanie to cultivate a business that’s at least 80% referral-based. “I want my clients to remember that even during the rocky times in the transaction, we did our best,” she says. “I get to be in my clients’ lives – even if it’s just for a short



when I was trying to buy my first home here – I never want my clients to go through that.”

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Based on the recognition she has received, it’s clear Stephanie’s clients are having only positive experiences. She has frequently been among those in her company named to the Honor Society, the Leading Edge Society, and the President’s Circle. She is also a multiple year recipient of the Five Star Professional Award- an honor determined by independently gathered client feedback.

Going forward, Stephanie would like to continue to grow her business and dive deeper into mentoring new agents. “I truly love what I do and have fun doing it,” she says. “Mentoring agents helps me stay current on new practices and keeps me looking at the business with fresh eyes.”

amount of time – to help them fulfill their dreams and move on successfully.”

Stephanie approaches each transaction with one thought in mind, “I walk into every home as though I’m going to make it my own,” she says. “I think of how I would want to be treated and remember my own negative experience with an agent

To learn more about Stephanie Payab of Berkshire Hathaway Home Services California Properties, visit www.stephaniepayab.com, email stephpayab@gmail.com or call 818-269-2796 (bre# 01394407)