

TOP AGENT MAGAZINE

SEBASTIAN FREY



“More often than not, I give people advice to wait rather than telling them to buy or sell,” says Sebastian Frey, REALTOR® and Broker/Owner of Realty World Virtuoso in Santa Cruz, California. “If I feel it isn’t a good situation for someone to buy a particular property, I’ll make that very clear.” Sebastian, who

entered real estate 14 years ago, takes a comforting, non-traditional approach to real estate. “Even with sellers, putting a home on the market is rarely my first recommendation,” says Sebastian, who represents buyers, sellers and investors across Santa Cruz County and up into San Francisco. “Real estate is best over the long-term; that’s where you see the most benefit.”

Sebastian’s clientele appreciate his approach and send referrals his way regularly. He has built great credibility by only giving the straight truth, rather than providing answers that would be aimed at gaining a contract. It is this service orientation that has secured ensured his success over time. And, taking his focus on service even further, Sebastian also gives every client - and some REALTORS® - copies of his book, GET IT SOLD. In GET IT SOLD, Sebastian outlines everything sellers and agents should consider in order to get the most money from a property. “The book gives sellers invaluable information on what makes a home marketable and helps agents be the most effective partners they can be with their sellers.”

Delving into more of the detail from his book, Sebastian explains, “I come in and advise on which preparations are most worth the effort.” At his own expense, he always hires a stager or interior designer right away. “Many sellers only have a little to spend before listing, so I help them focus on where that money will be best spent.” Between Sebastian, the stager and the seller, the team decides on paint colors, any flooring or window treatments that are worth upgrading,

and furniture to remove or replace with other items. “This all impacts how a house feels,” he says.

He then hires a professional photographer and, when warranted, he produces video and 3D Matterport tours. “We do whatever we can to attract more eyeballs to the property.” In addition, his listings gain the benefit of the IT expertise Sebastian built during his career before real estate. “I have an awesome collection of websites, marketing systems and knowledge and a unique, incredible and online marketing system,” he explains. “I personally oversee everything to ensure quality.”

Sebastian also puts that personal touch into his ongoing connections with clients and his community. “I email regularly and I’m Facebook friends with everybody I’ve done business with or might do business with,” he says. “I take time to see people out in real life.” From helping at his children’s schools and coaching their sports to his active work on behalf of the Santa Cruz Children’s Museum of Discovery and his efforts to have an old rail-trail converted into a walk and bike path, Sebastian is visible. He also writes a local column featuring noteworthy individuals and events. And when he’s not working, he and his wife enjoy hiking with the family in the forests, paddle boarding on the reservoir and traveling.

Though he is well established in Santa Cruz County, Sebastian looks forward to adding new dimension to his business in the future. “We’re a great team of two,” he says, describing his wife, who manages marketing and some transaction coordination. “And I’m considering adding property management.” Given his belief that the value of a property is in holding onto it, Sebastian’s clients often ask him if he will manage their properties. “I also am a broker and hope to add four or five more agents after adding property management,” he says. He looks forward to these adventures and to his continued opportunities to positively impact other people’s lives. “I like helping people solve problems and if that help happens to included their buying or selling a house, then that’s how I get paid,” he says. “But what I do is about so much more than houses; it’s about people.”

To learn more about Sebastian Frey,
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