

Spotlight -- Ginna Arnold-Lazar

From an advertising section

Article Launched: 09/19/2008 09:38:36 AM PDT

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Cashin Company, Palo Alto

What led to your real estate career?

My step-mom was a real estate broker in Southern California and I grew up surrounded by real estate. As a teen working in the family business, I remember the days before MLS was established, when all the listings were on Rolodex cards! I have been a Realtor for almost 15 years and try to carry on the family tradition.

Most unusual transaction:

We had a blessed little lady, who sometimes needed a little more assistance than the typical client. We would go over and help her take out the trash and make the bed before a showing. Unfortunately she passed away in the middle of the transaction process. We ended up helping the family through their loss. I am not sure why this happens but I have helped many families who have experienced a passing my team and I go in and help with packing and directing items to appropriate charities and so forth. Then marketing, listing and selling the family home. It is very rewarding to be able to give back and make a contribution while doing your job.

If you had a second home anywhere in the world, where would it be?

It would be a horse ranch in this area or in Arles, France I am an equestrian athlete as are my girls, we have all been riding since we were 5 or so. We actively show in the Western & English disciplines.

Activities outside of work:

I work like a fiend, but my family and dear friends are the most important thing in the world to

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me. My husband is my best friend and our family, horses and dogs are my passion. These are the things that help me stay at the top of my game. I make a point to get away

regularly to show my horses and that is what recharges my batteries and keeps me centered and focused.

What makes a good agent or broker?

Honesty, humility, remaining teachable and not getting too big for my britches; I always make sure that I am a cut above in my ability to offer my clients the edge over any competition, no matter what market that we may be experiencing. I have a background in marketing and advertising and pay close attention to detail.

Martha Cargill