

Trust and tradition prevail at Conrad Realtors Inc.

RON SANZONE
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Home buyers and home sellers in and around San Clemente may not always see eye to eye on what a property's purchase price should be, but they can agree on one thing: it is best to rely on Conrad Realtors Inc. to help them through the process of making a real estate transaction.

Founded in 1963, the real estate agency has brokered thousands of sales through the years and across three generations of the Conrad family. A key to the company's endurance and success has been the relationships and trust it has built with the community it serves.

"One of our competitive advantages here in the marketplace in San Clemente is the longevity of being in the business," said Jeremy Conrad, vice-president and broker at Conrad Realtors Inc. "There are not many small family businesses that have been here for over 60 years. We already come to

the table with some credibility and trustworthiness."

Conrad Realtors Inc. helps to facilitate residential real estate purchases of all types throughout San Clemente, Dana Point, and San Juan Capistrano, and specializes in the residential income market (2-4 unit apartment buildings) as well.

"That's where the community trusts us quite a bit because of our track record, because they know we've been around a long time and have a lot of experience," said Conrad.

Beyond experience and expertise, the agency's reputation is built on integrity. It believes that a small business cannot survive for long in a small town if it does not treat its clients right and do good work for them. Word simply travels too fast in such communities.

"Honesty is something we're known for," said Conrad. "The community and even the brokerage community that we work with



(left to right) Bill Conrad, Jeremy Conrad, Bob Conrad and Steve Conrad (Conrad Realtors Inc. /Submitted)

all the time have a higher level of trust because of our reputation through all the years."

As the longest-standing, family-owned real estate business in California, Conrad Realtors Inc. has had to navigate a myriad of real estate markets, good and bad. While real estate companies rarely struggle to

thrive in strong markets, many perished during the Great Recession that began in 2008. Conrad Realtors Inc. not only survived those lean years, but learned from them and continued to thrive on the other side of the downturn.

"Our clients have a higher degree of interest in working with us during more difficult real estate markets because they're looking for that experience and expertise to help them through these difficult markets to help them buy or sell a home," said Conrad.

Today, as in the past, those looking to purchase or sell a home in the area, can expect to receive professional and honest service if they hire Conrad Realtors Inc.

"We provide a personal hands-on experience though the process," said Conrad. "An honest evaluation of what their home's worth and being very realistic with folks and telling them the truth on everything. They can expect us to always be working in their best interest."

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