

W *San Diego* Woman

Informing, Entertaining, and Featuring the Women of San Diego

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Magazine's
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Melissa Cizauskas:

Answers To Some Tough Real Estate Questions

By Lauren Essex

When it comes to finding a new home, the realtor you chose makes the difference between getting what you want and wishful thinking. We caught up with Melissa Cizauskas, celebrated realtor with Keller Williams Realty in Carmel Valley, for some important tips you need to know when buying a home – things most realtors don't tell you.

What if you fall in love with a neighborhood, but there's no homes available there?

Melissa: "I encounter this all the time. But that doesn't mean you give up. I work with my clients to put together a three-part plan to unearth potential sellers and learn about properties before they come on the market. First, I reach out to my network and other resources to find properties that may be sold in the near future. You'd be surprised how effective this can be! In parallel, I field a campaign directly to homeowners in the area inquiring about their interest in selling to a pre-qualified buyer. From calling and advertising to physically driving neighborhoods, I find my clients not just a house, but their new home, on or off the market. I'll even go door to door if I have to!"

What if my financial position will be better in six months but I found the home of my dreams now?

Melissa: "Get creative! It's a manageable situation. I worked with a local business owner who, for tax reasons, was short on cash flow but had plenty of equity. She had been turned down from three lenders when she found me. I turned this situation into a win-win with a little creative problem solving. We were able to negotiate a six-month rental agreement with an option to buy. I'm pleased to say that my client (and now a friend for life) enjoyed Thanksgiving in her new home surrounded by her family. It makes me so happy to make a difference for others."

What's involved in listing my house? Does it really matter who I work with?

Melissa: "Finding the best buyer for your home means real money to you. While everyone has



a realtor in their social circles, I wouldn't trust this responsibility to just anyone. As a certified Luxury Real Estate Agent, my clientele demand an exceptionally high standard of care and excellence in service. In fact, I've been called the Nordstrom's of Real Estate! I market properties for my sellers as I would my own with the skill to negotiate on their behalf, manage all personalities and details of escrow, and guide every transaction to a successful closing."

When cash flow is an option but I want a home for my future, what can I do?

Melissa: "This is a common scenario. From growing families to newly divorced moms to wanting more space, many people look for the long term, even though it might be a squeeze to afford now. I work my connections and relationships to find the right lender who has options for financing. Maybe we'd consider a seven year arm or balloon payment to make your home affordable for you now? The good news is that I have a 100% success rate to-date in closing transactions for my clients."

It's clear that Melissa loves what she does because helping others matters. In Melissa's own words, "I am proud to say I call all my past clients friends. It makes what I do, what I love."

Have a question for Melissa? Call her at: 858-353-6985 or email: melissarockssd@gmail.com

**Entrepreneur of the Year in San Diego County,
Women's Council of Realtors**

**Sales person of the year,
Northern California, North American Title**

**Top 15 Realtor, Keller Williams Realty,
#1 ranked office in county**

**Certified Luxury Home Marketing
Specialist, CA. DRE #01228000**

*San Diego Woman Magazine
Presents Our Networking Group of Distinction*

The Women Entrepreneurs Networking Group



*First row left to right Katie Wilsey, Karen Wilson, Victoria Bennett, Rise Edney, Sophia Segal, Lisa Perlmutter, Marcie Laws, Lauren Essex.
Second and back row left to right Mary Anne Fuchs, Doro Prino, Vanessa Lurie, Melissa Czaukas, Laurie Itkin, Kristi Neal, then on the second row is
Carol Haitin. Up a step Adrienne Blumberg, down the step is Lauren Hanna.*