



# Linnette Edwards



by Stacy Schwan • photography by Shifflett Photography

California Realty in March 2006 and proceeded to close ten transactions in her first two months. Many of Linnette's clients are first time homebuyers from San Francisco relocating to the East Bay. It is therefore helpful that she knows the East Bay "inside and out" and can point out the advantages of each area.

Linnette Edwards is riding the crest of a wave and loving every minute of it. As a REALTOR®, Associate Broker and founder of [www.MyHousingGuide.com](http://www.MyHousingGuide.com), an educational tool for buyers and sellers in the Bay Area, Linnette promotes technology as a way to serve people.

Bright and engaging, Linnette combines the energy and optimism of youth with uncommon maturity and insight. Her knowledge of the real estate market is impressive and her warm but frank personality engenders trust, as is proven by her many satisfied clients.

Growing up in Moraga during the tech boom of the late 80's and 90's, Linnette had a knack for learning and using new technology. Her interest in real estate, however, was initiated by her entrepreneurial father. Later, for her Campolindo High School Career Day, Linnette had the opportunity to tour with Glen Beaubelle, a fixture in high-end Contra Costa realty circles—and her interest was cemented.

Linnette's penchant for technology and real estate led her to attend California Polytechnical Institute, where she majored in finance and took real estate courses on the side. After graduating, she immediately went into the commercial real estate industry in Denver, but soon realized commercial real estate was not for her. "I'm very independent, and I always dreamed of owning my own business," she says. "That's what attracted me to residential real estate." Linnette returned to the Bay Area and spent some time working for dotcoms to hone her technology and marketing skills before embarking on her real estate career.

Recognizing the value of the Internet for doing business and its growing popularity as a research tool for consumers, Linnette chose to start her real estate career with ZipRealty, a company that uses the Internet as its storefront. From the beginning her approach was to combine technology seamlessly with the traditional, more hands on aspects of real estate. "People initially like to do research online," she says, "and when they're ready to move forward, I'm there for them."

The approach worked—she closed over 150 transactions in three years and was a top five producer out of more than 800 agents, earning her both Platinum and Century club status. She was a local team leader and has been quoted in the *Wall Street Journal* online, *Oakland Tribune*, *Christian Science Monitor* and other publications. She joined Prudential

What's the real secret of her success? "When other agents ask 'what's your secret?' I tell them 'customer service—it's the reason we're here.' It's not about me as a REALTOR®," she adds, "it's about providing my clients with the best service and education." Linnette employed this philosophy when designing her website, [www.MyHousingGuide.com](http://www.MyHousingGuide.com). Ask her and she'll tell you point blank, "I have one of the better websites for educating buyers and sellers."

Linnette's service orientation, however, goes well beyond educating prospective clients. "As a REALTOR®, you become part psychologist, part friend, part financial advisor," she says. "I even had a client call me for help when he ran out of gas on the freeway, so you can't say I'm not full service!"

Full service for the long haul; When Linnette speaks with sincerity about developing long term relationships with her clients, you really believe her. "I just love my clients," she says, recalling a gentleman named Gordon whose home she helped sell following the death of his wife. It was the same home in which he had raised his children. "Afterwards he gave me a Peruvian pendant that had belonged to his wife. It was emotional for both of us," she says. "Building relationships—that's what it's all about."

"Buying a home can be a hard emotional time, especially for first time buyers. It's gratifying when I hand them their keys, knowing I really made a difference."

An independent businesswoman, Linnette should not be mistaken for a lone ranger. "I believe in teamwork," she says, "and in my potential to help out, make a difference, and influence a company who listens to their agents." That's a big part of the reason she joined Prudential's Orinda office. "There's no competitive vibe," she says, "even the top producer is willing to help you out. The catalyst for my success was the guidance of another top producing agent. I believe that being able to help others makes you a better person." ★

*Linnette Edwards*

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