



Lucienne Lastovic Achieves High Sales In North County

Throughout her 11-year career in real estate, Lucienne Lastovic has represented several home sales that have all been significantly above the highest comparables in their neighborhoods. With a combination of her personal experience and expertise in the industry, as well as the unparalleled marketing tools of Pacific Sotheby's International Realty, Lucienne has consistently been able to achieve returns on sales prices that soar high above her clients' expectations.

"Expansive globalized marketing is the key to obtaining the highest price for clients, and Sotheby's Realty offers agents the resources to implement that broad reach like no other company," says Lucienne. "Many of our marketing agreements, both national and international, are exclusive to Sotheby's Realty, with exposure to sites around the world targeted at high net worth individuals."

Representing properties within North Carlsbad, Carmel Valley, and Encinitas, Lucienne has seen repeated success using the Sotheby's Realty marketing plan, routinely earning final sales prices that are far above the highest comparable property in the same community, some as much as \$80,000 more.

"Extraordinary marketing is like dragging a fishing net behind a boat: you want that net to be as wide as possible to bring as many fish as possible onto the deck," adds Lucienne. "My motto is 'Do Everything, and Do It Bigger and Better': open houses, print media, email blasts, caravans, photos, videos, online marketing, staging, communication with clients and other agents...everything! I've had multiple offers on the vast majority of my listings because more people are seeing my listings. That kind of demand drives purchase prices up."

With this proven approach, Lucienne looks to continue garnering impressive results for her clients. Lucienne says, "The blend of a creative and highly motivated agent and the exposure offered by Sotheby's Realty means homeowners can rest assured that the highest dollar will be gained when you list with us."