

TOP AGENT MAGAZINE

LESLIE VELAZQUEZ



When Leslie Velazquez was considering the idea of joining the real estate business, a family member introduced her to a lender he knew, who ultimately guided Leslie as she fielded her professional options. One day the lender reached out and asked Leslie if she would ever consider a career in lending, and Leslie decided to give it a chance, beginning as a loan officer's assistant to learn the ropes. Soon enough Leslie had found a passion for her work and became a licensed loan officer in her own right, an ideal fit for her skillset serving others in their pursuit of homeownership.

At the beginning of 2017, Leslie moved to American Pacific Mortgage, Corona Branch, where she now works alongside a capable and tightknit team of mortgage professionals. She offers a range of services, with specialties that include first-time homebuyers, down-payment assistance programs, education and advising, government loans, FHA, and refinancing. A native of Riverside, Leslie has an expert's knowledge of the local housing market and primarily serves her community in addition to the surrounding region of the Inland Empire. A testament to the caliber of her client care, Leslie enjoys an impressive 85% rate of repeat and referral clients, with the majority of her referrals stemming from real estate agents. "When it comes to client service, communication is my number one priority," Leslie explains. A decidedly twenty-first-century professional, Leslie wisely utilizes a mobile app to keep her clients in the loop throughout the transactional process.

The mobile app not only sends real-time check-ins to real estate agents and clients, but it also delivers updates on the status of a loan, down to the moment of approval. What's more, Leslie also makes it a point to reach out via e-mail and phone/text, astutely recognizing that forthright communication and accessibility are essential components for a winning relationship with clients. To keep in touch with her referral partners and the real estate agents she works with, Leslie touches base weekly through phone calls and/or text, coffee or lunch dates, going the extra mile to make a face-to-face connection. She also incorporates social media as a means to stay engaged in her clients' everyday lives, known as "Leslie the Loan Lady" to her sizable online audience. Likewise, Leslie makes personal calls on birthdays and/or on first home anniversaries, knowing that it's her personal touch that clients remember most.

One of the most cherished parts of Leslie's job is her work with first-time homebuyers. "When I was a first-time homebuyer, I knew so little about the process," she recounts. "I barely understood what a mortgage entailed and I didn't have that personal connection with someone whom I could ask questions—I didn't even know what questions to ask. I really feel for first-time homebuyers. A home is the biggest purchase of someone's life, it's a big deal. As a result, I have a special passion for educating first-time homebuyers and making sure they feel comfortable coming to me with any question that they have. My heart goes out to them and I'm here to make the experience go as smoothly as possible." Leslie makes a concerted effort to advocate for first-time homebuyers as they navigate the waters of homeownership. Accordingly, she is well-versed in first-

time homebuyer programs, grants, and down-payment assistant programs that afford first-time homeowners a leg up in the lending process. Similarly, Leslie is also inspired to educate members of the Hispanic community as they navigate the home-buying process. "Sometimes native Spanish-speakers are unfamiliar with the terms and verbiage of the mortgage process," Leslie explains. "I'm able to work with them in Spanish when





needed, explaining the key terms in a way that makes the mortgage process more easily understood.” What’s more, Leslie is able to establish trust with her Hispanic clients, listening to their concerns and answering any questions that arise during a transaction. All in all, she regards each of her clients—no matter their background or native tongue—as she would a family member, doing her best to provide a positive, seamless mortgage experience.

Positioning her spirit of service toward her local community, Leslie participates in a variety of charitable and civic engagements. “American Pacific Mortgage is more than just a Top 10 Retail Mortgage Bank,” she says. “I partnered with American Pacific Mortgage because of their long track record of giving back. I am proud to be affiliated with a company that is committed to caring for their employees, their clients and the communities where they live.” She donates a portion of her commission to her company’s APMC Cares program, which provides financial support to employees experiencing need, as well as to local charities. Leslie also attends a local church and makes donations. When she’s not working, Leslie enjoys spending time with her husband and their three-year-old son. She has a close-knit extended family as well, and they love getting together frequently for family gatherings, barbecues and just hanging out. In the future, Leslie plans to continue growing her business, backed by the persistent support she receives from American Pacific Mortgage. Combining her years of practical experience with a professional philosophy grounded by serving others, the years ahead are sure to be filled with continued promise for Leslie Velazquez.



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