

TOP AGENT

MAGAZINE



Steven Aslanian

The secret of Steven Aslanian's success is that it is no secret at all. It has to do with using a tried and proven system and working it consistently. "Every day I prospect for four hours calling on cancelled, expired, and for-sale-by-owners using a tight script." This he learned from real estate coach Mike Ferry, with whom he has one-on-one coaching. Does it work? Last year, Steven sold over forty homes and was ranked in the TOP 1% of all RE/MAX agents worldwide. "When I first started, I made 10,000 contacts per year making 50-60 cold calls a day", Steven says, "Now, I've trimmed it to about 20-30 as my closing ratios have improved over time."

Steven does not believe in conducting his real estate business the traditional way. He does not maintain a specific farm area, nor does he concentrate on advertising and promoting himself. "Since I work a big area from all of San Fernando Valley to the Conejo and Simi Valley, I use pro-active marketing which works better in a depressed market. I make outgoing calls everyday instead of waiting for buyers to contact me." With that said, he does not do open houses either. "An open house connotes that you are waiting for business to come to you." He goes on to say, "Advertising, mailings, referrals, and open houses are fine, but if you can't get on the phone, at least to follow up, you're never going to do very well selling real estate."

Steven works hard for every listing and presents his

sellers with a 17-point marketing plan that outlines everything he will do for his sellers. He has assembled the "A-Team", to make sure every transaction goes smoothly. His team includes, an assistant, Leta Abbott, who monitors all aspects of the transaction to ensure a smooth and successful closing. He also has a lending team at Planetek Financial to assist in all areas of the financing process. His wife, Caroline, is also a part of the team, She works diligently behind the scenes managing databases, handling listing packages, marketing, updating the newsletter and sends out their yearly calendars.

When asked about what traits of Steven really stand out, Caroline says, "The traits that are impressive about Steven are his discipline, tenacity and perseverance. He continues to better himself through the coaching he receives and having accountability partners to make sure he is always on track."

Steven squeezes 55-60 hours in a five-day work week so he can spend time with his family—wife Caroline and his three children that include a set of twins. He enjoys reading motivational books and also finds time to work out saying that, "The stronger you are physically, the better you can handle stress." He adds, "I also go road racing once a month at local California race tracks. It is a good release!"

When asked about the future of the "A-Team", Steven refers to one of the principles he has established in his team mission which states, "As a team, we will set a new standard in the industry, one of uncompromising quality as a way of life." If his success is any indication of how his philosophies have worked for him, you can be sure Steven will be around to provide the best service to his clients for a long time to come.

Steven A. Aslanian, Broker Associate
Caroline G. Aslanian, Team Coordinator

RE/MAX Olson & Associates
30699 Russell Ranch Rd, Suite 100
Westlake Village, CA 91362
(818) 879-0800

info@aslanian-team.com
www.aslanian-team.com