

TOP AGENT

MAGAZINE



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When Shana Spitzer and Laura Roche joined forces 7 years ago, they knew they would become an unstoppable duo. With Laura's 20+ years of experience in the industry, and Shana's decade-long work in interior design, they make the perfect pair. "We don't have any assistants, we do everything ourselves," Shana explains. By providing superior service to their clients, they have built a business mainly on referrals. Serving all of coastal Orange County, Shana and Laura take a hands-on approach, guiding their clients throughout the transaction, leaving no question unanswered.

"We take our business very personally," they say. "We didn't want to expand our business with a team." When working with Shana and Laura, clients can trust they will receive one-on-one attention. "We are very honest, and they can trust that we'll do everything we can to get the house sold." Shana's interior design background also helps, as she has a large network of subcontractors, stagers, and more to help prepare their house for sale. "It's important to make a good first impression, especially in our area. We work in a very high net worth area, so there's a certain expectation people have when they enter a house." For both buyers and sellers, support is provided throughout, and it doesn't end when the transaction is over.

"We typically become really good friends with them, and we stay in touch by grabbing dinner or lunch," Laura says. They also send out mailers and keep in

contact through social media. Afterwards, clients leave glowing reviews about their time together. One recently said, "We had a wonderful experience with Shana Spitzer and Laura Roche selling our home in Corona del Mar. They were always professional, diligent, honest, and responsive. They also did their best to minimize any inconvenience to us while doing what was necessary to market our home. It had some unique features that made a comprehensive and aggressive marketing plan especially important for finding the right buyer. They succeeded much faster than we expected and during the offer/acceptance/escrow period, Shana's and Laura's skills in negotiating and problem-solving truly impressed us. Behind their warm and friendly exteriors are astute, savvy, knowledgeable, and strategic dealmakers. We wholeheartedly encourage anyone who is considering hiring Shana and Laura to give them a chance. They are the best of the best."

During any free time, Shana and Laura are giving back to their community through breast cancer support groups and CASA, a nonprofit that supports children in the foster care system. They also like to practice yoga and work out.

As they look towards the future, they're eager to continue doing what they're doing. "We just love what we do. We get a lot of satisfaction in seeing our clients happy at the end of the day."



For more information about Shana Spitzer and Laura Roche,
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