# loren sanchez

Coldwell Banker West

## THE HEART OF GIVING



rising star

By **Zach Cohen**
Photos by **NAV Productions**

***"I think you can always do more. The big thing about my team and me is I'm always looking at what we can do to be better. I am happy where we are. I know how to appreciate how far we've grown, but there is always more we can do. We'll always try to find how we can best service our clients."***

***Since starting her real estate journey as a 17-year-old receptionist, Loren Sanchez has been devoted to her work. While Loren has achieved tremendous success over the past twenty years, she remains driven to create, evolve, and grow.***

### BEGINNINGS

As a high school senior, Loren landed a job as a part-time receptionist at Prudential in Chula Vista and quickly took a liking to the work. She was not only making better money than her friends; she had the opportunity to learn from mentors in a professional environment.

What began as a part-time job quickly morphed into more. Loren continued to work as a receptionist, then as an assistant through her college years. During that time, she witnessed industry veterans and young agents alike achieve success.

"Those were the most incredible years for growth at my age," Loren remembers. "The agent I worked for really opened my eyes to a growth mindset. We were limitless in what we could do, believe, and achieve. I was in college, making good money. I loved it. I loved being an assistant."

At the time, Loren still didn't consider real estate to be a career option. Instead, she had her sights set on a career in marketing and communications.

## DISCOVERING HER NICHE

Loren eventually accepted a job in the marketing department at McMillin. There, she explored her love for real estate and passion for marketing together and worked her way up to be the Creative Director. Over the years, Loren continued to be impacted by the REALTORS® around her.

"All these agents that are top producers for years, 20-30 year veterans, I got to work with those people. I've worked on their marketing campaigns," Loren reflects.

Soon after giving birth to her first child in 2015, Loren was let go. She had multiple job offers to consider, but with a growing family, she instead turned toward real estate sales.

"I just had a baby and wanted that flexibility in my job," she reflects.



In the spring of 2016, Loren was officially licensed. She set out to leverage her decade-plus experience in the business in a new and dynamic role.

"I knew I had to work hard. I knew this wasn't an easy business. I knew I had to close a lot of deals to make a good living. I always had the idea that I had to go big. I had to be a big producer."

By 2018, Loren went out on her own, and in 2019, the same year she gave birth to her daughter, she started a team. Today, Loren's team includes two agents, two assistants, and a marketing manager. In 2021, her team closed 70 transactions.

"As an assistant, I would see these top producers struggling because they couldn't commit to growth. They couldn't wrap their head around getting an assistant, paying for marketing. That was my background. I knew I had to do that to grow. So when I was pregnant in 2019, I hired an assistant. I had to give it my best. I wouldn't let myself settle."

## THE HEART OF GIVING

Loren has two passions in her life — real estate and family. The two are connected in more ways than one.

At home, Loren and her husband of nearly 10 years, Alex, have two children, Luciano (6) and Valentina (2). She has a large extended family that is immensely important to her. In real estate, Loren considers her agents, peers, and clients to be family.

In 2020, these two elements of Loren's life collided. That was the year that her father was diagnosed with cancer.

"I needed more help," Loren remembers. "I have a lot of past clients and referrals. Caring for my dad, I was there with him all the time, and I had my best year. I serviced all my clients well. I was able to do that all —be a mom, be a wife, and take care of my dad until the day he passed."

From this experience, Loren has even more gratitude for her work and team members. She's discovered that the more she gives, the more she gets in return. The more she helps others succeed, the greater the success she can achieve.

"I fell more in love with this business because of this experience with my dad. People were loving. They'd call to check in on him. My community rallied behind me. And that's because real estate is emotional. We're accomplishing a huge life goal here, and I love that about the business. I get to be authentically who I am in this business, and I don't see myself doing anything else. It's the best job I could ask for. For me, real estate is my life. It's my family and real estate."



*My community rallied behind me. And that's because real estate is emotional. We're accomplishing a huge life goal here, and I love that about the business. I get to be authentically who I am in this business, and I don't see myself doing anything else. It's the best job I could ask for. For me, real estate is my life.*