



Tondra Devarel

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**SHAHEEN
RUTH, MARTIN
& FONVILLE**

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REAL ESTATE

Q & A

What is your favorite thing about your town?

Richmond, VA has a perfect blend of history, culture, and natural beauty. I enjoy having access to the city's vibrant art scene, amazing local restaurants and the opportunity to be part of Richmond's rich history and growing future is incredibly fulfilling.

What initially drew you to real estate?

What first attracted me to real estate was the unfair treatment I experienced when I bought my first home on my own, without a realtor. I was steered toward a subprime loan that nearly cost me my home, and that experience sparked my passion to help others avoid similar situations.

Why is relationship building so key to your success?

Relationship building is key to success in real estate because trust and communication are essential in guiding clients through one of the most significant financial decisions of their lives. Strong relationships foster client loyalty, leading to referrals and repeat business, which are critical in a competitive industry. Additionally, positive relationships with other agents, lenders, and contractors can help streamline transactions and overcome challenges. Real estate is a people-driven business, and by building genuine connections, agents can better understand their clients' needs and provide more personalized, effective service.

How does your background bring a unique perspective to your work?

Analytical Skills: Your experience as an inventory analyst equips you with strong analytical abilities, allowing you to assess market trends, property values, and investment opportunities with precision. **Strategic Thinking:** As a consultant, you developed strategic thinking skills that help you craft effective strategies for buying, selling, and negotiating, ensuring your clients achieve their goals in various market conditions. **Attention to Detail:** Your role as an associate buyer honed your attention to detail, which is crucial in real estate for evaluating property features, understanding market dynamics, and ensuring all aspects of a transaction are handled meticulously. **Client-Centric Approach:** Your consulting background has likely enhanced your ability to understand and address client needs, providing tailored solutions and fostering strong, trusting relationships.

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How does your background/previous experience bring a unique perspective to your work?

My background as an associate buyer, inventory analyst, and consultant brings a unique perspective to your real estate work in several ways: **Analytical Skills:** Your experience as an inventory analyst equips you with strong analytical abilities, allowing you to assess market trends, property values, and investment opportunities with precision. **Strategic Thinking:** As a consultant, you developed strategic thinking skills that help you craft effective strategies for buying, selling, and negotiating, ensuring your clients achieve their goals in various market conditions. **Attention to Detail:** Your role as an associate buyer honed your attention to detail, which is crucial in real estate for evaluating property features, understanding market dynamics, and ensuring all aspects of a transaction are handled meticulously. **Client-Centric Approach:** Your consulting background has likely enhanced your ability to understand and address client needs, providing tailored solutions and fostering strong, trusting relationships.

How do you help clients navigate challenging market conditions or uncertainties?

I help clients navigate challenging market conditions by providing clear, up-to-date information and offering strategic guidance tailored to their needs. Whether it's a competitive seller's market or a period of economic uncertainty, I stay informed on current trends, mortgage rates, and local data to offer the best options. By managing expectations and presenting multiple strategies—like pricing adjustments, flexible negotiation tactics, or creative financing solutions—I empower clients to make confident decisions.

What is your mission statement?

My mission is to provide unparalleled service through expertise, integrity, and a deep understanding of the market. I am committed to guiding clients with personalized, strategic solutions to achieve their real estate goals, ensuring a smooth and rewarding experience.

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Can you share a success story where your personalized approach made a significant difference for a client?

My client was struggling to find a duplex that met her needs. After an extensive search, I discovered a property listed as a single-family home but was actually a duplex. We scheduled a tour, and the property not only met but exceeded her expectations.

Tell us about any non-profit or community organizations that you support.

Supporting organizations like the Women's Council of REALTORS Richmond, NAREB (National Association of Real Estate Brokers), and CRS (Council of Residential Specialists) offers several benefits for professionals and the broader real estate communities. Overall, supporting these organizations strengthens the real estate profession, promotes inclusivity, and enhances the resources and opportunities available to its members.

