



ARMIDA  
SANTANA

Armida Santana was a single mother working as a secretary for a home finance company. One day, her manager, Mr. Gordon, called her into his office after work. "I want to make you an invitation," he said. "I invite you to believe in you. I am inviting you to live up to your potential and all you know about the business, and get your license as a Loan Consultant."

That one conversation changed the course of Armida's life. She accepted Mr. Gordon's invitation and went on to work as a Loan Consultant for several years. Eventually, a real estate broker suggested that she had everything she needed to succeed in real estate sales. So, she got her real estate license, and she has been with CENTURY 21 ever since.

## AN INVITATION TO THE AMERICAN DREAM

During her 15 years in real estate, Armida has also changed lives by helping people in the Hispanic community achieve the American Dream. "I like to help the Hispanic community because so many are misinformed. They think it's impossible to become a homeowner, and I love to show them they can do it. When I can accomplish that, it is wonderful!"

With her background in mortgage lending, Armida is skilled at assessing her clients' eligibility for home loans and down payment assistance programs. She prepares them ahead of time for the paperwork they will need, so that by the time she connects them with a lender, they are ready to proceed with a transaction. "I also know whether it will be a smooth transaction or if we have some issues we need to solve, so I can work with the lender to make it as easy as possible for the client."

Armida has developed a loyal client following, and she works almost entirely by referral. Clients know they can always rely upon her honesty, and they appreciate her constant communication throughout the real estate process. "I update all of my clients at least once a week. I don't believe in people calling me; I always call them first. I am committed to giving my clients 100 percent of my effort so they will call me again and refer me. I always tell them that if I don't do what they expect, they can either tell me or fire me."

Recently, a repeat client hired Armida to sell his \$1.3 million property. While he had many other agents vying for his business, he told Armida that he wouldn't choose anyone else. "I meet many wonderful people in my business, and that kind of loyalty motivates me to give my best service," she says.

While technology has changed the way real estate service is delivered, Armida has never stopped cultivating person-to-person contact with the families she has met through real estate. She calls and visits them regularly just to say hello, and she considers them more than clients - they are also friends.

Armida eventually remarried, and she went from

being the mom of three to a mom of six. Today, she is enjoying her grandchildren. In her free time, she loves gardening and reading devotional and motivational literature. Armida also gives back to the community by volunteering at a local shelter that provides transitional housing and job placement to homeless families.

Armida is paying forward the opportunity given to her by Mr. Gordon all those years ago by inviting people to live up to their potential and achieve the American Dream. She brings her heart of service and genuine care for people to every real estate transaction. "My favorite quote is, 'Hard work always pays off.' Home ownership is a reality. People can do it. They love it when I tell them, 'Just provide what I ask for, and I will do the rest.'"

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