

REBECKA FORRESTER

Realtor | Financial Coach | Speaker

Realtor®, financial coach, public speaker and humanitarian filmmaker — Rebecka Forrester shines in each of these distinctive roles. A born entrepreneur with limitless drive and business savvy, Rebecka saved earnings as a youth and purchased her first investment property at age 20. She subsequently flipped



multiple houses and acquired additional rental properties. She became an investment advisor, and by 23, she established her own independent firm, Forrester Financial Planning through ING. Rebecka not only helps people one

to one, she also speaks to large audiences about financial freedom and entrepreneurship.

From the start, Rebecka was inspired by her love for people to act as a good steward of their resources. “I was always interested in investing and forward-thinking about retiring young. I knew I could have a greater impact on others if I was following my own advice and investing myself. I believe in diversifying your portfolio, and that real estate is an important part of any holistic financial plan.”

A few years ago, Rebecka decided to make real estate her professional focus, and she has since made her mark as a top-producing agent ranked among the top 7 percent nationally. She is a Hall of Fame recipient at First Team Real Estate, where she is expanding her practice to include a team of energetic agents. While she continues to coach her established portfolio of financial clients, she now spends the bulk of her time helping them and others create new wealth through real estate.

She says, “It’s important to me to be able to educate people about how to make wise decisions. Coming from a financial planning background, I like to sit down and determine what course of action will bless them financially and give them peace of mind. Real estate is so often an emotional decision for people, but I want to help them to be more strategic when they are buying or selling. Real estate investment allows you to use someone else’s money to purchase an appreciating asset with no margin calls. It is an asset with leverage that will also fix, and eventually eliminate, your housing costs. I want to help my clients look at how they can use this asset to retire early, have more money for retirement or pay for college. When people see how they can get to these goals in a measurable and faster way than they originally thought, it generates a lot of excitement, and they are more driven to stick to their financial plan.”

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Rebecka helps buyers to measure the value of implementing their strategy today, rather than waiting for an ideal market. “Education brings light to dark areas and frees people to mobilize in the action they already want to take. It takes away the fear and excuses they use to delay purchasing a home, so they can begin reaping the benefits now.”

When Rebecka takes a listing, her stated goal is this: “I want to help my clients be the investor, not sell their home to an investor for a discounted price.”

Her clients’ trust is well placed, as Rebecka immediately puts her expertise and energy to work preparing their home to demand top dollar in the marketplace. She makes the same crew available to her clients that she uses for her own investment projects, and in a short time, they make a property sparkling and camera ready. “Some of my referral partners will partially bill for services at the close of escrow. If money is short for the client, the process takes a little longer, because I may have to oversee some of the work myself. But I feel I have a fiduciary responsibility to take care of people as if they are my own family, and I want to see them get every dollar they can from their investment.”

Family figures prominently in Rebecka’s life. Married to her high school sweetheart for 18 years, she is also a devoted mom of three. She says that one of the greatest benefits of becoming a full-time real estate professional has been greater freedom to spend time with her children. Rebecka is a lifetime resident of OC who loves cycling, singing, photography, nature and travel. Rebecka still finds time to volunteer with the police department and non-profit organizations to locate jobs and housing for Orange County’s homeless population. She also delivers meals to seniors with her children and volunteers abroad bi-annually to produce awareness films for humanitarian non-profit organizations.

Rebecka has an artistic eye, since she helped her husband create a successful, world renowned photography and video studio. This same studio produces the advertising campaigns for her listed properties.



With her comprehensive expertise across financial matters including taxes, investing and real estate, Rebecka brings exceptional value to the families who put their greatest assets into her capable hands. She is respected by clients and colleagues alike for her professional competence and authentic presence, and her clients’ affections are reflected in her 5-star ratings on both Zillow and Yelp. In the end, Rebecka says it is all fueled by her why: “I love helping people. I’m an advocate for my clients and desire them to be financially independent and free.”

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