



## Ashley Daniels

Ashley Daniels is a vibrant young professional who brings integrity and enthusiasm to her dual role of Realtor® and loan officer at boutique Meridox Real Estate and Mortgage. With six years of

experience across all aspects of home lending and real estate, Ashley enjoys the process of helping her neighbors find the right home and financing in the Inland Empire and beyond.

# Applying Family Values to Real Estate

Ashley grew up in Rancho Cucamonga, where her entrepreneurial parents built a successful heating and air company. She played women's soccer and earned her bachelor's degree in business administration from Hope International University. When Ashley needed to complete an internship for her degree program, it happened that her parents were in the process of buying a home. Their Realtor®, Charles Mackey, invited Ashley to intern with him at Meridox. Ashley quickly realized that real estate was a great fit for her outgoing personality and strong work ethic. She further realized that family-run Meridox provided exactly the kind of team atmosphere and service excellence she had been raised to believe are vital to a successful business.

Meridox has established its reputation across Los Angeles, Riverside, San Bernardino, Orange and San Diego counties with a high-touch service model that emphasizes clear communication and consistent results. "We're all Realtors® and loan officers, so we're a one-stop shop. It's nice because when somebody is looking at a property, I can generally help with all their questions. They don't have to call a bunch of different people and wait for the answers. The process is streamlined, and clients tell me they value that."

She continues, "I enjoy it, too, because it helps me get to know my clients better and find a home that is a better fit for them, since I know what their financing is. It also helps me to maintain a relationship and continue providing value in the future. If rates drop, I can let them know it may be a good time to refinance. I'm not just out of the picture until they're ready to buy a house again."

From her parents, Ashley says she learned that success comes only with hard work. As a result, she is innovative and never backs down when helping her clients achieve their goals. Recently, when a client wanted to purchase three adjacent parcels, two of which were not on the market, Ashley did the research, contacted the property owners and negotiated the transactions. "My dad always told me don't take no as an answer. It can always be done, you just have to put the effort in."

Ashley meets new challenges with excitement and is always eager to learn fresh strategies that will enhance her contribution as a professional. "To survive in real estate and

help your clients make good decisions, you have to keep up with changes and learn how to adjust with the market. Our company has that mindset, too. We are growing and adding new team members, and everyone has their own expertise, so we can all learn from each other."

For Ashley, the next best thing to working in her family's business is working alongside her family by referral. "If I have a home inspection where the air conditioning isn't working properly, I call my dad and brother to check it out. It's great knowing I have a reliable resource for my clients. My family also refers business to me."

Much of Ashley's real estate practice is focused in the Inland Empire, where she has a lifetime of connections to the community. She is also a homeowner in the area, and she and her boyfriend enjoy getting outdoors with their two dogs, Bocephus and Drake. Ashley still plays soccer in a local coed league.

Clients describe Ashley as helpful, knowledgeable and kind. She concludes, "Not just me, but everyone in our company really cares about our clients and doing what is best for them. I like building relationships with people and seeing the satisfaction they get when they purchase a new home or sell a home and move on to a different life. Clients become friends, and I like being the person they trust with their biggest investment."

Ashley Daniels  
Meridox Real Estate and Mortgage  
8175 E. Kaiser Blvd., Ste. 206  
Anaheim, CA 92808  
Tel: 909.838.6164  
Email: Ashley@meridox.com  
Web: www.meridoxre.com  
CalDRE # 01928765  
NMLS ID 1238086

**MERIDOX**  
REAL ESTATE AND MORTGAGE