



## Donna Solano

**A** South Orange County native, Donna Solano began working in acquisitions with real estate investors in 2011. She quickly learned how real estate could be a tool for anyone to build longterm wealth, and she became a licensed agent in 2015. Donna was fortunate to meet Leah Friedline early in her career, a person who has been instrumental in mentoring Donna on her professional path. When Leah founded boutique Monarch Realty Group in

Laguna Hills, Donna was eager to follow. Donna explains, “When I started in real estate, Leah was my branch manager at another company, and she was a huge help to me in getting my business started. When she opened Monarch, it was natural to follow her. This is my home now, and I don’t plan on going anywhere else. My broker is amazing. The training is amazing. Everything I do I’ve modeled after her. I think you have to stay with the most influential people in life.”

## BUILDING WEALTH THROUGH REAL ESTATE



With a focus on efficiency and effectiveness, Donna utilizes the company’s well-honed systems to make real estate transactions easier for her clients. She also engages in regular coaching with Mike Ferry to continuing sharpening her knowledge and skills. But according to Donna, collaboration is what makes this real estate group special. “We all get our own clients, but we have a mastermind group and all talk about our deals. Sometimes you only see your own perspective, so it’s always really helpful to talk about it with other professionals. I really appreciate that in the company I work with, we all share our knowledge. A client may hire one agent, but they get the experience from all the others in the office. We all want to see each other win and help each other get the deal done. In the end, it makes me a better agent.”

Donna also endeavors to collaborate with agents on the other side of a deal. “It’s important to come together to make a deal work, versus being adversarial,” she says. “We’re all professionals striving for the same thing, and it’s a beautiful thing when you get two agents working together. If we make sure we have that relationship first, then we can talk on behalf of our clients.”

Donna continues to represent investors, and her background in this industry niche is also a benefit to clients who are buying and selling their own residences. “It’s really helped me with pricing and giving homeowners advice about listing their properties. I think about all the aspects of a home, and it helps me to really gauge where its market value is. Investors typically make business choices instead of personal ones. It takes the emotion out of it. I can use that approach to help my buyers and sellers remain objective.”

In real estate, Donna leads with personal touch and passion. “Listening to my clients’ needs is important to me. It’s not really about what I think is good for them. I make sure I always get the best possible deal for them, and I pride myself on being able to structure the best outcome for my clients, while making it a win-win across

the board. I think being able to negotiate a contract from the beginning is a place where my relationships with other agents come into play.”

Donna is passionate about home ownership and its ability to help families create financial independence. To that end, she is currently putting together a buyer education workshop. “I think we’re going into a buyers’ market soon, and people have to begin looking for agents and lenders who can help them. I want to help them see what options they have in regards to financing and the market. So many people don’t know they can buy now, or that it will be possible in the next year if they work on their situation. I want to help people get their plans going so they don’t have to keep renting.”

For Donna, real estate is about more than simply closing the deal; it’s about helping people create future wealth. “My goal is to not only help someone find a home, but also to help them make the best investment possible, to get the best deal so they can leverage that and contribute to their wealth. This is their biggest asset, and I always want to help them make the best decision.”

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