

Written by H. K. Wilson

The Real Deal

Her upbringing was a magical one. Her parents met on the Manhattan Beach Pier, and shortly after Jennifer's birth, they decided to move to her mother's home country of Ecuador. There, Jennifer was raised in the heart of a large and loving extended family, where aunts and uncles were more like bonus parents. In the small town of Ambato, in the Andes Mountains, her family were entrepreneurs, and Jennifer earned money minding the dry cleaning counter. Eventually, however, her parents decided it was time to return to the U.S., where Jennifer would have greater opportunities for education and career. She entered 7th grade with no English, but always an excellent student, Jennifer achieved academically while also working from the time she could obtain a work permit. After graduating from Redondo Union High School, she began attending college with the idea of somehow becoming a business owner like her family in Ecuador with a communications degree. Then she visited with her uncle, a Realtor®, and her path was clear.

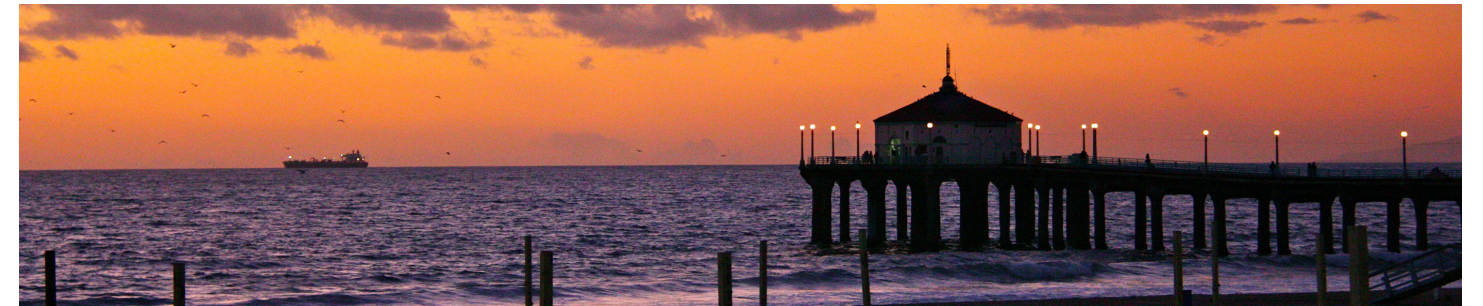
"The Real Deal." That's how one client described Jennifer Davidson, broker/associate at Keller Williams Beach Cities in El Segundo. It's an apt description, since Jennifer was born in the South Bay, has devoted her entire career to real estate and is ranked among the top 2 percent of Realtors® nationally.

"Instantly, I knew this is what I wanted to do," Jennifer says. "I immediately got my license at only 19."



True to character, Jennifer took on real estate with determination and vigor, and she didn't take a day off during her first four years in the business. She admits that it was difficult in those early days, as her youth required her to work harder than her elder colleagues. Her first listing was for a \$70,000 condo in Lawndale, and after a successful transaction, she obtained 10 more listings in the complex within a few months. She was well on her way to a successful and gratifying career.

Jennifer Davidson



Eventually, Jennifer opened a real estate, mortgage and escrow company with a business partner, and through that experience she developed a comprehensive knowledge of the industry that continues to bring value to her clients today.

Having completed hundreds of transactions in the South Bay since 2001 totaling well over \$170 million, Jennifer brings unparalleled local experience to clients throughout the region paired with her signature world-class service. "I'm not about getting the highest number of transactions per year, I prefer quality over quantity," she says. "I'm very relationship-based, and I like to take my time to get to know the people I work with. Buying or selling a home is a complicated process, and when the transaction closes, it doesn't end. I like to visit once my clients are settled and then continue to stay in touch to make sure they're still happy with the home and taken care of."

As a result of her extraordinary customer care, more than 80 percent of Jennifer's business is now made up of referral and repeat clientele. "It's nice because people trust me and love the way I handle a transaction. Now I can spend my time pounding the pavement to find their dream home or help them sell and get top dollar, rather than looking for new business. I can focus on delivering the world-class service my clients deserve."

Jennifer emphasizes that serving clients at this level requires a whole team of dedicated professionals, and in her case, some of those professionals are also family. In addition to her top-notch transaction coordinator and marketing team, Jennifer is joined by her sisters, Sofia Farfan and Stepha Jarvie, who work with her as executive assistant and buyers agent/listing partner, respectively.

The team provides full service for listings, assisting with every aspect of preparing a home for market.

Jennifer has a full contingent of stagers and tradespeople at the ready to turn her clients' homes into showrooms. "My goal is to get someone every penny out of their home so they can move on with their pockets full when they take their next step. I know which things to leave alone or invest in for the highest ROI. I rebuilt my own home down to the studs, so I'm extremely comfortable with managing the details, and it also makes me useful when going through a home inspection for my buyers."

A strong negotiator who is meticulous about research and contracts, Jennifer is known for getting her buyers' offers accepted the first time around. "A lot goes into packaging an offer correctly and negotiating for acceptance. It's emotionally draining every time someone loses a potential home, and I want to help them avoid that stress."

Jennifer married her high school sweetheart, and today they are raising their 5-year-old son in the same community where they have a lifetime of happy memories. "My mission is to wow clients with excellence and strong integrity in order to create winning results for their real estate dreams. I know people have a lot of choices in real estate. I'm grateful for the opportunity to serve them and honored to be part of their lives."

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