

## Heidi Bailey

Written by H. K. Wilson

Realtor® Heidi Bailey believes it's possible to change the world — but you can't do it just by talking about it.

This Orange County native grew up on the waves of Huntington Beach, a surfer girl and junior lifeguard who loved SoCal's sun and sand. She enjoyed a successful first career with Estee Lauder Companies, where she worked her way up from retail beauty advisor to regional marketing director. Through the years, she oversaw sales teams and numerous product lines in markets from coast to coast, and was ultimately responsible for more than \$63 million in revenue. When the company restructured a few years ago, Heidi found herself at a professional crossroads. That's when she engaged her longtime desire to work in real estate, where she has applied the same drive, professionalism and customer service that caused her to excel in the retail sector.

Now, at boutique agency Zutila Real Estate in Irvine, Heidi has found her professional niche among likeminded agents who share her belief in client advocacy and enhanced relationships. Under the banner, "Find Your Space," she is part of a seasoned team of four Realtors® whom she says not only complement each other, but complete each other. "Our team leader, Norb Kohler, isn't just a sales person; he cares about people," Heidi says. "It grabbed me the first time we talked. He said, 'You just don't know what someone is going through. We're not just here to sell houses, real estate is about building relationships and caring about people.' He had me at 'caring about people.'"



He's great at mentoring and leading, and he is super savvy when it comes to the business itself. Jon, our Marketing Master handles our back office and knows all of our CRM systems, Stormy is our listing agent and I'm the buyers' agent. I love helping people find their homes and writing up offers. I enjoy talking to them about what that number should be like and dealing with the mortgage companies. It's the perfect role for me."

## Changing the World — One Homeowner at a Time

As a caring professional, Heidi takes the time to listen and gather the information that will help her guide her clients to the properties that match their circumstances and goals. "I get as much information as I can and let them guide me. But I'm also listening for things they may not have thought of. If they have two kids, they may not know they don't want a corner lot. I know there is a huge difference between selling houses and selling lipstick. You don't get to change your mind and take it back if you're not satisfied. This may be the only home purchase of someone's life, and I want my customers to have their hearts there and be happy."

**Heidi also demonstrates a sense of urgency that makes her clients feel that their needs will always be met. "If they call, I answer, and if they want to go see something, I clear my calendar," she says. "I maintain flexibility, so I'm always available when they need me."**

Heidi lives by the motto, "Attitudes are contagious — is yours worth catching?". Maintaining the energy and positivity she brings to her real estate practice requires mindful self care. She attends regular spiritual retreats, and she pays her positivity forward by mentoring other women. "My attitude is not good if I'm not filling myself up first. I have a ritual every morning where I spend at least 30 minutes in prayer, meditation and journaling so I can get centered with myself, and then I'm ready to go for the day. I believe you can make a difference in the world one person at a time." Heidi also enjoys pilates and yoga, and she still loves getting out on the water at every opportunity.

Heidi's other big love in her life is family. Her daughter and 3-year-old grandson live in Seattle, where Heidi visits faithfully. "I'm afraid my grandson will forget all about me if I don't, so I also FaceTime with him every night before he goes to bed."

As a natural leader who has achieved success in two careers, Heidi is an inspiration to her clients and colleagues. "I want men and women to know that you can do whatever you want to do if you stay in action. A lot of people who try real estate as a career don't make it, just like there are a lot of people who think they can't own a home. You have to be willing to take risks and do the thing that makes you super uncomfortable. Believe in yourself and never give up on your dreams."

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