

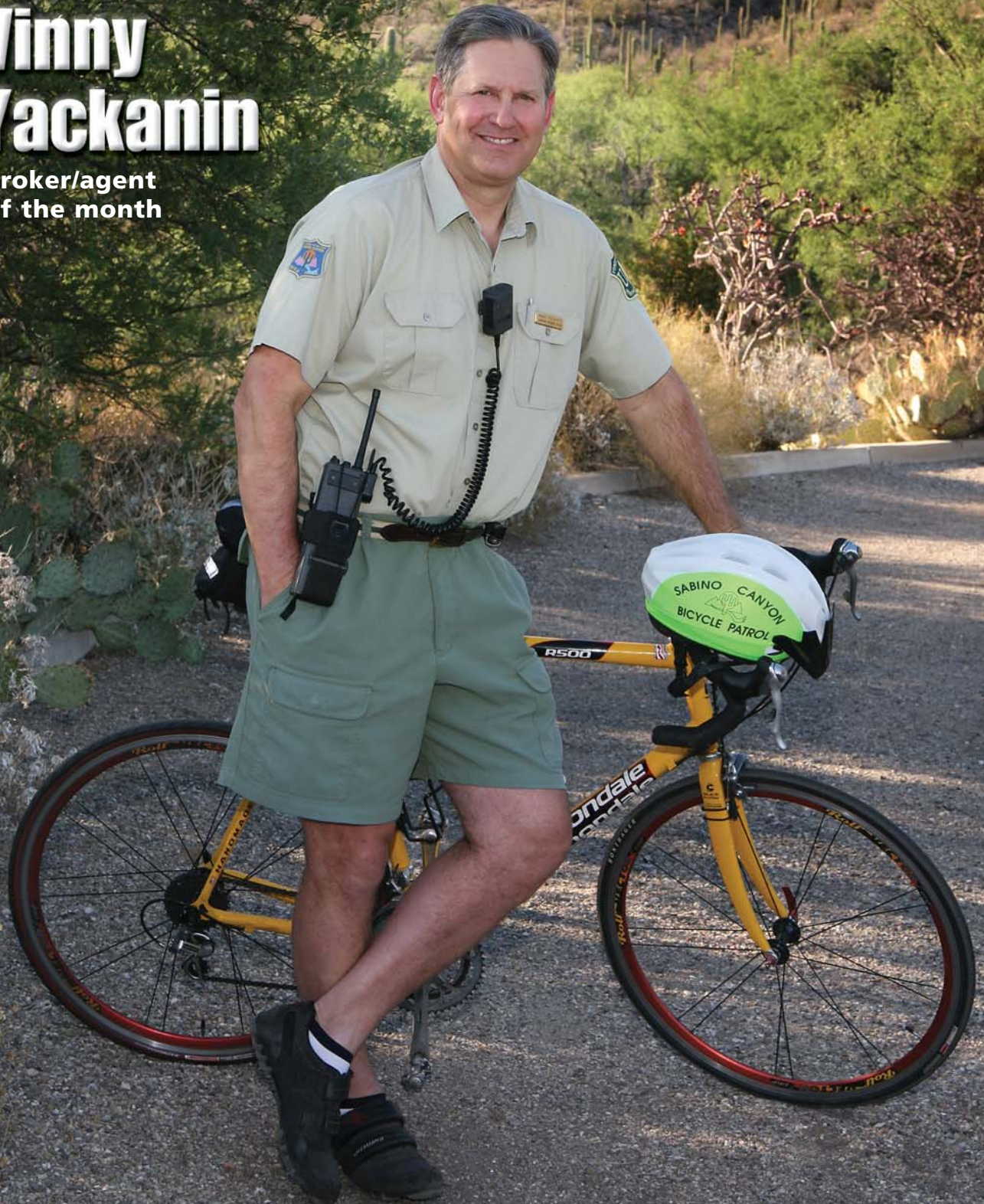
greater tucson and southern arizona edition

BROKER★AGENTTM

magazine

Vinny Yackanin

broker/agent
of the month



Vinny Yackanin

Knowledge and Experience are the Competitive Advantages



I sometimes think it was a good thing that I started out in that environment," he continues. "Those were the days of double-digit interest rates so every sale required hard work and creative financing. But that was just the way it was. I just didn't realize how tough it was, and I was not about to allow myself to fail."

Today Vinny is one of Tucson's top real estate agents. He is consistently among the top .5 percent (that's the top one-half of one percent) of producers both locally and nationwide. He has earned a Certified Residential Specialist (CRS) designation, a prestigious accreditation awarded by the REALTORS® National Marketing Institute to less than four percent of real estate professionals. He also holds an Accredited Buyer Representative (ABR) certification, given by the Real Estate Buyers Agent Council. He has been a multimillion dollar producer since 1982 and has aided in relocating hundreds of satisfied families. Since 1998, Vinny has ranked among the top one percent of all REALTORS® in Tucson and in 2006, he was named to the Long Realty 1926 Circle of Excellence, which is the company's most distinguished and highest award.

Since his rather inauspicious debut back in the late '70s, Vinny has accumulated a wealth of experience and knowledge about the Tucson real estate market as well as a cadre of devoted clients. He and his business partner and buyer agent, Nancy Stewart, have more than 50 combined years of real estate know how.

"Experience is our competitive advantage," Nancy says. "This business is really not about luck or guesswork. We know this market, know what to look for and how to protect our clients—both buyers and sellers. It's experience that tells you how to spot a potential problem and know how to price a home so that it will sell. There is just no substitute for experience and knowledge."

Utilizing sophisticated technology tools, marketing savvy, and comprehensive market data, Vinny and Nancy employ a strategy that begins with a thorough market analysis. "A detailed competitive market analysis takes the guesswork out of the process," Vinny says. "It enables sellers to get the highest possible price and yet be realistic and not overprice themselves out of competition. At the same time, it helps buyers focus efficiently on what is available in the market."

"When we market a home, we take advantage of all the technology that's available and the marketing reach of Long Realty to promote and expose the property," Vinny says. "This includes professional photos, virtual tours, a professional customized floor plan for the brochures, and a comprehensive advertising program."

"It becomes a real team effort," he adds. "Nancy and I have worked together for over five years, plus we have excellent assistants and the strength of the Long Realty support network behind us. Everyone on



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Like many New Yorkers, Vinny Yackanin was drawn to Tucson by the balmy weather and the lure of the desert. He arrived in February of 1975 with just a few dollars in his pocket and immediately got a job working construction. When a knee injury sidelined him, he used the down time to obtain a REALTOR's® license, and for the next few months he worked part time at construction and part time selling houses. When he found that construction noise was beginning to affect his hearing, Vinny left that industry and became a full-time REALTOR®.

"In those days, there were no faxes, no e-mails and no computers," Vinny says. "Tucson was a small town and the real estate scene was very different from what it is today. I made 12 sales that first year, and of course home prices in Southern Arizona were quite low at that time.

the team is dedicated to top-notch service. And we have a very good success rate.”

In the greater Tucson market overall, Long Realty has over 30 percent market share and more than 58 percent market share in the \$1 million and up sector of homes.

Vinny is quick to point out that while he specializes in higher-end luxury homes, he works in all sectors of the market and helps clients buy and sell all types of properties. “A majority of our business comes from referrals,” he notes. “I also work with custom home builders, estate attorneys, investors and people from all walks of life. While I have sold many luxury homes, I have also assisted many first-time home buyers and sellers, and even sold a few mobile homes.

Vinny’s success in selling homes is based on a multistep process. “The first time I meet with a prospective client, it’s usually at their home. In this meeting, I counsel the client to determine their goals. Together we review the marketing package and go over everything I will do to market their home. Then we look at the home to assess its characteristics, floor plan, views, amenities, etc.

“Prior to our next meeting, I analyze the highest and best comps available. In the second meeting with the client, I review the market analysis to show the homeowners how their home compares not only to recently sold comps, but also to other homes that are currently for sale.

“I offer my honest opinion of the home’s value based on the comps and the market conditions and give recommendations about pricing based on the market analysis,” Vinny says. “We help sellers do whatever is needed to upgrade, repair or improve the home—often overseeing the work personally. We guide the client carefully in this because these details—maintenance, painting, carpeting, staging and other techniques—can really help a seller obtain the best possible price. I also have various pre-assessment inspections done on each home I market to help avoid surprises later.”

“The goal is to get a house in top shape so it commands top market price no

matter what the market is, whether it’s a hot market as it was a few years ago or normal as it is now,” added Nancy.

Once a home is on the market, Vinny and his team stay in constant communication and provide regular updates to clients. “We do periodic reviews of the comps and provide feedback from the agents who show the home. This continual assessment of the market allows us to advise clients on an ongoing basis about pricing and other adjustments they might need to make.”



Vinny at home with the family

Vinny admits that he has talked clients out of selling a home when he felt it was not in their best interest to do so. When representing buyers, Vinny has more than once shown upwards of 40 or 50 homes, and ultimately counseled his client not to buy, but to wait or to build. “I would never suggest that someone buy something that’s not right for them. They would not be satisfied, and I would not have done my job,” he says.

“It comes down to doing the right thing for each and every client. We look at the big picture and all the variables—the timing, the tax and financial impacts, the market circumstances. We consider all the alternatives, and then we do what’s right for them.

“The reward that you get out of this business is not about making a sale, closing a deal or collecting a brokerage fee. It is really about satisfying the customer and satisfying myself that my team and I have done the best job possible,” Vinny says. “You build lifelong relationships in this business, and they are based on honesty, caring, integrity, competence and a sincere desire to help people accomplish their goals.”

When not engaged in business and professional activities, Vinny participates in a number of community and volunteer endeavors. He sits on the board of the Arizona Blind and Deaf Children’s Foundation (www.azblinddeafchildren.org), and volunteers as a bike patrolman for the National Forest Service (see front cover), and has been an assistant coach with Little League, Challenger Little League and VIP Soccer. Vinny and his wife, Rachael, have three children, Rebecca, Amy and Vincent. He is an avid bicyclist and he also enjoys golf, fishing and skiing, though he admits his golf game needs a lot of work. ★



Custom home by Al LeCocq in desirable La Cebadilla Estates
\$1,000,000–\$1,085,000 price range



Vinny with buyer specialist Nancy Stewart



Sabino Canyon area
luxury home \$945,000

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