

## Vicki Inghram



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Vicki Inghram's private office at Prudential California Realty looks out over San Diego Bay. "I've always loved the water," says Vicki. "It inspires me." And with a gesture that embraces the entire panorama, she adds, "This is my product. I love what I sell and sell what I love!"

Vicki is rightfully proud of the reputation she has built as a Realtor who delivers outstanding service, as evidenced by her citation as a "By Referral Only" member. She is among the elite 1-2% of Quality Service Certified professionals who are willing to have their customer satisfaction record posted on a public website for all to see. The site includes feedback, both positive and negative, from her clients. "I have a 98% customer satisfaction rating," Vicki says with pride.

She contends that one must work three times as hard to give outstanding service, but finds it more of a joy than work. "My customers' happiness is paramount to me."

Vicki approaches each client relationship strategically, and she refers to herself as a real estate consultant, which, she notes, employs a different mindset from the role of a traditional real estate agent. For example, when she first meets with clients, she takes them through a series of seven thought-provoking questions. "What is important about buying or selling a home can't be answered in one question. It takes seven," she explains. "It's unusual for a salesperson to really listen to a client's needs, but I am a consultant, and it's important to me that I take the time to listen."

She keeps her clients' goals in front of her to keep her — and her clients — focused. "If we start to veer off course, which can happen in the potentially emotional realm of a home sale, I keep us on track by referring back to what I heard my clients say."

After graduating from UC Berkeley, Vicki flew 15 years as an international flight attendant traveling the world. "I've had an incredible life! I've been to the most beautiful places in the world, lived in other countries, but there is no place as beautiful as San Diego and our Coronado Island!" So, it is no surprise that Vicki and her husband, Rick, a retired Marine colonel, decided to make Coronado their permanent home.

A collection of thank-you notes adorns one wall of Vicki's office. "This is my evidence of success!" she says of the letters. Exceedingly happy and grateful clients!"

# Vicki

## INGHRAM



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*"Vicki is a very special agent and person. I can't say enough about her professionalism and personal attention. Vicki is the best!"*

~ Dr. Tim McCleod, Coronado

*"Vicki provided service beyond superior; she was*

*EXCEPTIONAL!"*

~ Richard Maxwell, Coronado