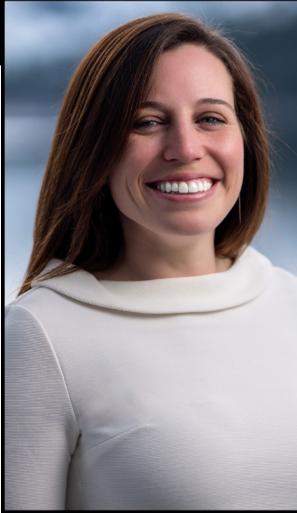


TOP AGENT MAGAZINE



AMIE QUIRARTE

Amie Quirarte arrived in real estate by way of property management. She began her career overseeing vacation rentals in Lake Tahoe's competitive market but ultimately made the transition to luxury resale. "I started to fall in love with the process," she remembers, "and it was really exciting to help people with what is oftentimes one of the

biggest purchases of their lives." Over her eight years in the field, Amie has cemented herself as a consummate professional, complete with a reputation for regional expertise, incisive negotiation, and a personal touch.

Today, Amie spearheads her work under the banner of Tahoe Luxury Properties, working in conjunction with her team to keep the back-office engine running smoothly. To date, more than half of her business is driven by repeat and referral clientele who trust her transparency, superlative service, and proven track record. "The great thing about what we do is that we're a full service, concierge brokerage," she says. "The reason why that's been so instrumental to my success is because most of our clients are not local to Tahoe. It's primarily a second home market here, and there are a lot of moving parts, coordination, local contacts involved. My clients rely heavily on me and the relationships I have to help them through the process in a seamless manner." In fact, Amie remains a resource long after the closing table has been reached, referring vendors who can offer repairs, plumbing, roofing, carpet-cleaning, and much more. "Providing those options for clients is another way we create trust," Amie says.

What's more, Amie describes her style as unconventional, focused on the interpersonal and multifaceted skills required of her role. "I'm authentically who I am, and people have always been drawn to that," she says. "I never fit inside the box of what a typical Realtor should or would look like. There's no show; there's no song and

dance. It's just this is who I am. For example, I'm a big traveler, and I connect with a lot of people on a personal level that way. They get to know my personality, and we often become friends."

When it comes to marketing listings, Amie leverages her brokerage's broad platform, beginning with high-end custom materials that showcase properties in their finest light. Then, homes are disseminated across the top online listing portals and social media outlets, often reaching out to second-home buyers located in the Bay Area and beyond. Last year, she closed roughly \$28-million in volume, with the majority of homes fetching over \$1-million. "I enjoy helping people find the place that's the perfect fit," she says. "It's about my clients' goals and the lifestyle they're looking for."

As for the future, Amie intends to keep progress steady as her business continues to grow organically, while keeping up with her real estate column in the local paper and exploring the world on her next travel adventure. Now, with eight years of insight behind her, Amie Quirarte looks ahead. "I hope to continue to help educate and guide people to make the best decision for them, whatever that may be," she says. "That, and to give back to the Tahoe community that grounds me."



To learn more about Amie Quirarte
email Amie@TLUXP.com,
visit SeeLakeTahoeHomes.com,
or call (650) 290-30082