

Just exactly who is Vicki Goorchenko?

Vicki Goorchenko
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"Spot the Difference"

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Thank you for nominating me as a candidate for re-election the 2011 Board of Directors for the Palos Verdes Peninsula Association of Realtors (PVPAR). I am currently on the PVPAR Board and have served consecutively since 2008. This has been a difficult economic time for many realtors as well as for our association. To continue to move forward, we need outside the box thinking and strong leadership from our directors. I feel I can provide that to the association

In addition to serving 3 years on the Board of Directors for PVPAR, I served as a Board member on the South Bay Association of Realtors (SBAOR) for 4 years and was a California Association of Realtors (CAR) Director for 2 years. I have served on many committees including MLS, Strategic Planning, Grievance, Programs and Education both on the local and/or state level. I am currently the Chair for the Programs committee. I have been actively practicing Real Estate on a full time basis since 1990 and have been licensed in California since 1977. As a member of Board of Directors of the SBAOR in the 1990s, we faced challenging times when associations were merging and our MLS changed vendors. That experience is similar to what we are facing now with CARETS and calREDD. In 2011 there will be more changes for MLSs and we need to retain the strength and viability of our local Association as we take on leadership roles within the existing and new entities that may be formed.

One of my passions has always been holding Realtors to a high standard of excellence, integrity and customer service. That has been evidenced as I chaired the Education Committee for 4 years while on the Board of SBAOR. It also showed up in my role as Sales Manager for Moore & Associates for 5 years, and Sales Manager and Productivity Coach for Keller Williams Palos Verdes Realty for 3 years. This is what also drives my desire to be of service to the Association, and through the Association to it's members.

I run my Real Estate business as a team which includes my daughter, Jennifer, who is my partner, in addition to administrative help. We have grown our business through the use of proven systems and models so that we can spend our time with our clients. We have a saying we like to apply to business and our personal lives: "Stay in curiosity and out of judgment". We are constantly looking for a better, easier, faster, less expensive way to do our business at the highest level and we love sharing what we discover. This is the passion I bring to all my endeavors.

Now let me tell you a little about my life outside of Real Estate (and yes, there is one!). I was born in the South Bay and have been married to my hubby for 40+ years. My priorities are God, my Family, then my Business. Besides our daughter Jennifer, we have a son who is married and father to our 4 grandchildren. They all live in Alaska so we travel up there quite a bit. In my down time, you'll likely find me walking on the beach, digging in my garden or romping with my dogs.

Thanks for taking the time to read this, and I hope to be able to continue to serve you in 2011.

Vicki