

DECIRA PIMENTEL

“IT’S ALL ABOUT YOU”

Written by Haley Freeman

Realtor® Decira Pimentel is originally from Michoacán, Mexico, where her parents owned a large hacienda. She remembers her father teaching her the importance of property ownership. “He owned many acres of land, and having property for him and for my ancestors was a big deal. It differentiates you from the rest. I agree that anywhere you are in the world, home ownership positions you differently. I grew up with that

sense of pride.” Not surprisingly, Decira found her professional calling in real estate. She began as a property manager and later obtained her real estate license. Her expertise in managing large properties sharpened her grasp of compliance matters and provided a segue for representing multi-unit and commercial properties in her real estate practice.



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Decira has acquired many professional designations over the course of her 20-plus year real estate career. She is a Certified Distress Property Expert (CDPE); an Accredited Real Estate Property Manager (ARM); is Short Sales and Foreclosure Resource (SFR) certified; e-PRO® certified; and is a Luxury Portfolio agent at Realty ONE Group. All of these help her serve her diverse community of clients with distinction, from first-time buyers to experienced investors.

With her breadth of market knowledge, Decira is always ahead of the market and ready with reliable advice about where and when to buy or sell in Orange County and beyond. “I know the possibilities and the product, so I can help people get where they want to be. They don’t have to go searching without direction. I am here to guide them to the property that fits their goals and budget.”

Decira sets her clients up for success by helping them plan for the future. “When the market was doing really good, that’s when I made less money, because I was telling people to hold off on buying. If the numbers don’t add up, you’ll pay for it later. I always sit down and look at their income, expenses, and expectations and dreams for the future. How long are they planning to live in the house? Will they be having more kids? Will the kids be going to a university? Will they be retiring soon? This is the biggest investment most will make in life. I want them to understand how they can use a home to create financial security. I even show them how they can pay it off in 15 or 20 years. I prepare my clients to own a home, not just buy it.”

Over the years, Decira’s heartfelt belief in the power of home ownership has helped her transform whole families and their futures. Today, nearly all of her business comes from referral and repeat clients. “In the beginning, I believed that some of my clients deserved to have a home more than they did. In dealing with many first-time homebuyers, I made them believe it, too. They could count on me to find a way to help them build their dreams. Once one family member purchased a home, others saw it was possible, and then they bought homes.”

One loyal client described Decira this way: “I’ve known Decira for a long time now, she has handled the sale of our property and the leasing of our rental property, both in OC. She’s very professional, and always available to answer questions and explain things when needed. She’s someone that I can trust and can count on.”

Decira works in partnership with Realtor® Maria Romero, so someone is always available and responsive when a client needs assistance. They leverage the cutting edge tech tools at Realty ONE Group to educate and inform clients, as well as to provide maximum exposure to properties for sale. “If I’m not available, I never want someone to miss an opportunity. We use software that gives our buyers access to new properties as soon as they are on the market, and for sellers, we are marketing our listings on over 500 websites.”

Decira has been married to her husband for 28 years, and they share four children, two boys and two girls. After coaching her children in soccer for many years, Decira says she learned, “If you don’t participate, you don’t win. The same applies in business and real estate. If you don’t buy, you don’t gain.”

With her tagline, “It’s all about you,” Decira conveys the selfless spirit she brings to her real estate practice. She is passionate about the importance of owning a home, and she is committed to helping everyone achieve their American Dream.

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