

# Shaping **SF Real Estate**

## **DANIELLE LAZIER APPOINTED ASSISTANT SALES MANAGER AT ZEPHYR REAL ESTATE**



**San Francisco, CA – March 22, 2009** — Danielle Lazier, top producing agent, was appointed the new Assistant Sales Manager of Zephyr Real Estate's West of Twin Peaks office.

"I am excited to be part of such a talented, respected, experienced team. I was drawn to Zephyr years ago because as the largest locally owned independent brokerage, it has a great balance of creativity and pragmatism that are a reflection of my own ideals," explained Lazier. "I love tackling new challenges and creative problem solving. Being in a position to support and counsel my peers, while gaining greater insight into the inner workings of a real estate brokerage, will broaden my areas of expertise and be a great benefit to my clients."

Lazier joined Zephyr Real Estate in 2003. She maintains excellent client satisfaction with 85% of her business coming from repeat and referral clients; as a result she has consistently been a top producer for the past six years. Lazier is a Certified Residential Specialist (CRS), which is the highest designation awarded to sales associates in residential real estate — only 2.5% of licensed agents have this designation. Additionally, she maintains a popular, widely read real estate blog with robust market information at [www.sfhotlist.com](http://www.sfhotlist.com).

"Danielle's intricate understanding of the business, dedication to client service, commitment to ongoing education of her peers, and her pragmatic approach make her an excellent asset to the management team" said Randall Kostick, Chief Operating Officer of Zephyr Real Estate. "She is well respected among her peers and is a natural leader and advisor."



*Danielle Lazier*

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