

Community involvement helps drive success for top Escondido agent

By Louis Shook
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Cindy Waasdorp is recognized as one of the leading Realtors in Escondido as well as a top agent in San Diego County. She has been selling real estate in and around Escondido for 26 years and has lived in the area for over 35 years. She knows the area as well as anyone. Waasdorp is very involved in this community where she has many friends and contacts that have helped in her success. Travel is one of her passions, but she loves coming home to San Diego County.

“Before real estate, I was in wholesale travel out of Westport, Connecticut,” said Waasdorp. I worked for the African Division of Lindblad Travel and represented the company by accompanying groups down the Nile in Egypt and on safari in Kenya.” During this time she became skilled in photography - a skill that has been very valuable for her real estate clients.

“I feel I give the photos an extra touch for the Websites and virtual tours,” she said. “It’s a huge benefit.”

She is currently with Prudential California Realty and works out of their Escondido office. “Helping clients find their dream home or sell their current home is a pleasure for me. I know this county inside and out and am happy to share my knowledge of it.” Her “team” consists of an office assistant. She likes to take care of her clients individually to maintain a high level of customer service. “I am always available 24/7.”

Being involved in the community is important to Waasdorp. She is a founding member and currently serves on the Board of Directors of the Escondido Community Foundation, an organization that supports Escondido charities and special needs that may arise in our community. She has previously served as chair of the government relations committee and as district representative for the North San Diego County Association of Realtors. She has also served on the board of the Escondido Humane Society. She personally donated funds to produce a CD of songs by local jazz artist Peter Sprague to benefit that organization. She tries to give back to the community whenever she can and her website (cindywaasdorp.com) has a partial list of philanthropic organizations she encourages her clients to support.

A large percentage of Cindy’s clientele are past clients who she keeps in contact with regularly. Often they become close friends and when friends and family are ready to purchase real estate they



Cindy Waasdorp of Prudential California Realty knows the Escondido real estate market as well as anyone.

are quick to refer Waasdorp. She also publishes a monthly newsletter that targets a specialized area as well as friends and previous clients.

In 2010 she was ranked in the top 10 out of 1,350 San Diego Prudential agents. “It’s important to keep on top of the marketplace. It’s very competitive,” she said. To stay on top of real estate trends and techniques she uses the Internet. She is also part of a networking group of top Prudential agents called the President’s Council.

According to Waasdorp, “business is a little slower than usual this time of year.” While she acknowledges that there are many opportunities to handle foreclosures, she prefers to focus on her strong client base. Her passion for selling real estate in the community she resides and loves will no doubt drive continued success for Cindy Waasdorp.

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