

# EXECUTIVE<sup>®</sup>

AGENT MAGAZINE

*Donica Zaid*  
*Executive Agent of the Month*



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## — Donica Zaid —

Written by H. K. Wilson

**W**hen Donica Zaid left her successful career in the corporate world to become a Realtor®, she brought with her more than 20 years of experience in customer service, arbitration and executive development. Her extensive background in leadership training and organizational management equipped her with both the soft and technical skills needed to guide people seamlessly through one of life's most important milestones – the purchase or sale of a home.

“As I grew in my career at Toyota Motor Sales,

I eventually moved to the Lexus side,” she says. “I really found my passion working with people, making difficult situations into pleasant ones and finding success on both sides in handling escalated service calls and arbitrations. It took me into the direction of HR, and I went over to Toyota Financial Services as an organizational development manager. In that role, I had the opportunity to help train executives and prepare them for C-suite positions in the company. It was exciting and fun helping people optimize their strengths and prepare them for greater success.”

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*The Power to Make Your Real Estate Dreams Come True*

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When Toyota relocated its operations to Texas, Donica found herself at a major life crossroads. With young children and her husband's career track at the Long Beach Unified School District to consider, the best choice for her family was to remain in Long Beach. During this period of transition, she and her husband sold their home and bought a new one, opening her eyes to an opportunity she had not considered before. When their real estate agent said, "I think you'd be really great at this," and offered her a position as his assistant, Donica leapt into action. She passed her real estate exam and began her new career path with enthusiasm. "For me, it was an honor that someone would recognize my ability and offer me an opportunity. My way of showing thanks was to do my absolute best."

In her first year, Donica became a top-producer at eXp Realty, and she maintains her award-winning status as a member of eXp's Power Real Estate Group. "I tried to bring a perspective of customer service to real estate. I believe in treating

customers as you would a guest. It's not about money, it's about helping someone accomplish their dream of home ownership, and doing it in a way that provides the highest level of service."

A lifelong learner, Donica enjoys expanding her repertoire of professional skills so that she can help more people achieve their real estate goals. "In this business, you have to keep preparing for what's next," she says. "It's not about sitting with the successes of the past, but constantly looking for ways to sharpen your knowledge and tools to become an even better agent for your clients."

Donica is a Long Beach native who knows the city's niches and nuances, and she loves helping people discover the perfect home in this vibrant city. "There's a little bit of everything in Long Beach – community, culture, education," she says. "I love that there is so much variety here. I have every zip code memorized and know exactly what is available within each pocket of the city."



Donica serves clients throughout the region, delivering five-star service from the coast to the desert. A recent buyer said this about working with her: "We bought our first home, and Donica Zaid made the experience so easy and so fun! Her knowledge and persistence and willingness to listen and respect the needs of her clients is the reason why she's so good at what she does. She was also always available and happy to answer all my questions, which made me feel so supported. We wanted a home with character, dedicated parking, and an ADU, and that's exactly what we got! I cannot recommend her enough, and we look forward to working with her again when the time comes!"

Outside of real estate, Donica dedicates time to her family, community and church. "I love being

there for our three girls, and my husband and I are always involved in their sports and activities. Our family is also very involved with our church, where my husband is a pastor."

With the goal of making sure every client has a fantastic real estate experience, Donica shows up each day with a positive attitude, a smile and a great work ethic. At every price point, her genuine care for the people she serves comes through in the time and attention she invests in understanding the needs of the individual. "I am here to support you on your journey and make your dreams a reality as it pertains to real estate. My goal is to eliminate stress from the experience as much as possible and use my professional and personal background to contribute to your success."





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