

TOP AGENT MAGAZINE

DONA AGUAYO

Her tagline, “The Care You Deserve,” speaks to the kind of amazing service Dona Aguayo gives every client. They can’t stop raving about the way she handles every detail, makes the process seamless and knows the market inside out. The fact that Dona has a master’s degree in social work might just have something to do with it.

“I take my responsibility very seriously,” she says. “A home is typically someone’s biggest financial investment and my job is to protect that. Whether they’re strangers, family members or friends, everyone is treated the same, regardless of price point. I make sure they’re educated throughout the process, and protected.”

Dona’s clients know she really cares. She’s built her business mainly through referrals. “I communicate regularly,” she says, “even if it’s just to say hello. I want my clients to know they are my priority.” Dona’s path to real estate wasn’t as divergent as it seems: she grew up with a father who was a builder and a stepmom who is an agent. Dona had finished her master’s in social work, practiced in the field, and had a son when she realized she needed a new direction. She got her real estate license in 2005 and hasn’t looked back.

Now Dona and her team—a marketing specialist, administrator/COO and buyer specialist—serve the entire Triangle with a repeat and referral rate of 96 percent. Not only is Dona the founder and broker/owner of 919 Realty, she’s a Certified Residential Specialist (CRS) and Graduate of the Realtors Institute (GRI).

Most buyers today start their search online, so Dona features her listings on sites beyond just the MLS, realtor.com, Zillow and Trulia (where they’re supposed to be), she uses social



media as well: Instagram, Facebook and Twitter. From the beginning, she makes sure everything is done at a top-notch professional level: photos, virtual tours, floor plans that have been measured by an appraiser. Dona may do light staging herself or have furniture brought in.

People are the best part of the job for her. “This is social work to me,” she says. “Every personality is different. I love celebrating everyone’s milestones, wherever they are in life. If they’ve come to this area without family or friends, I love connecting them with the community and giving them that additional support as they adjust.”

An active member of the community herself, Dona volunteers as both coach and sponsor with Girls on the Run, a program for girls ages 8–13 that teaches them life skills, ending with a 5K run at the end of each season. She is also involved with the PTA at her children’s schools and is an 11-year member of a women’s investment club. Connections are important to her: If a client has a charitable event, such as a golf tournament, her team will sponsor it. If people have lost loved ones, she’ll support them beyond the initial time of loss.

When she’s not working, she loves being a soccer mom, playing basketball with her kids, doing yoga or just sitting on the beach reading a book.

In the future, Dona plans to expand her team, hopefully growing in a way that every member can have a life of quality and purpose. She’d love to build a business that sustains itself across time, and then pass it to the next generation. As Dona continues giving people “the care they deserve,” there’s no doubt she’ll accomplish that goal.



For more information about Dona Aguayo of 919 Realty/Keller Williams Elite, Durham, NC, please visit 919Realty.com, call 919-641-5819 or email dona@919realty.com

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