

Award-Winning Lake Tahoe Real Estate Agents Respond to Changing Real Estate Market with New Company

Building on "Realtor of the Year" and "Most Influential Woman" awards, Theresa and Don Souers open new Lake Tahoe real estate company, Pinnacle Real Estate Group, Lake Tahoe.

South Lake Tahoe, CA (PRWeb) February 8, 2007 -- Having been acknowledged for both their community involvement and their leadership among [Lake Tahoe real estate](#) professionals, Theresa and Don Souers are hot in what some Realtors® consider to be a cool market. "You could never have convinced us at the beginning of 2006 what would be happening by the end of last year," exclaimed Theresa Souers.

Winning Real Estate & Community Awards

Through the Souers leadership in the South Tahoe Association of Realtors, the first award that was presented was when Theresa Souers was named one of Lake Tahoe's "Ten Most Influential Women" by the local newspaper, the Tahoe Daily Tribune. According to the Tribune, this designation was given based upon Ms. Souers' public involvement with both business and charity-related local organizations.

The second award came late in 2006 when Theresa was named "Realtor of the Year." This award was based upon her "going beyond the call of duty" as the 2006 President of this regional organization of Lake Tahoe real estate professionals. As the award was announced, the presenter began with the classic cliché, "When you need something done, ask a busy person."

A Reflection of Today's Lake Tahoe Real Estate Market

In the midst of a rapidly changing real estate market, Theresa served not only as the President of the South Tahoe Association of Realtors; but she also served as a state director with the California Association of Realtors. Among the many challenges involved with these leadership roles was the balancing act of running a successful real estate company, travel, and working on the development of a strategic plan with policies and procedures to help govern this association of [Lake Tahoe real estate agents](#).

Upon reflection, Theresa remarked, "Quite frankly, although I have been a Realtor® since 1993 and received numerous awards, it wasn't until I experienced these past two years that I felt like I have become a true professional. This is an intense career filled with responsibilities, legalities, constant change and innovation. It takes being on top of every one of these aspects to be able to provide clients with the professional service that they deserve."

Founding a New Company

In late 2006, in order to better serve the Lake Tahoe real estate market in these changing times, Theresa and her husband/business partner, Don opened their own company called Pinnacle Real Estate Group, Lake Tahoe. "Although we were very happy with our previous company, we were finding it somewhat constraining to stay within corporate limitations while the real estate industry was on the fast track of change. Today's clients are creative and well informed, and the technology has simply changed the way this business is run. We are committed to creating an enterprise that delivers the highest quality of service possible to today's savvy real estate market," explained Don.

About The Pinnacle Real Estate Group, Lake Tahoe

The Pinnacle Real Estate Group, Lake Tahoe is comprised of a group of seasoned Lake Tahoe Realtors® that

hold a common vision for the future. The group works collectively on marketing ideas, contracts, trouble-shooting and acts as a mutual support team. The work environment and decor of Pinnacle's new office is closer to that of a warm living room than a traditional office. Sofas surround a rock fireplace while colorful stools gather at the pine log counter. There is an antique oak table and two writing tables at which clients and their agents can meet. The entire office is supported by a wireless computer network that allows for extra flexibility when working with individuals and/or groups.

Best of all, the new office has what is perhaps the most central location of all [South Lake Tahoe real estate](#) brokerages. Pinnacle is located in South Lake Tahoe at 3045 Harrison Ave. on a frontage road immediately facing Lake Tahoe Boulevard, just a few blocks from Lake Tahoe's water's edge.

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