

TOP AGENT

MAGAZINE



—FACILITATORS IN LIFE PROGRESS—

**ANDREA GUILLEN
& YALILE ALPIZAR**



CostaRicaLuxury.com

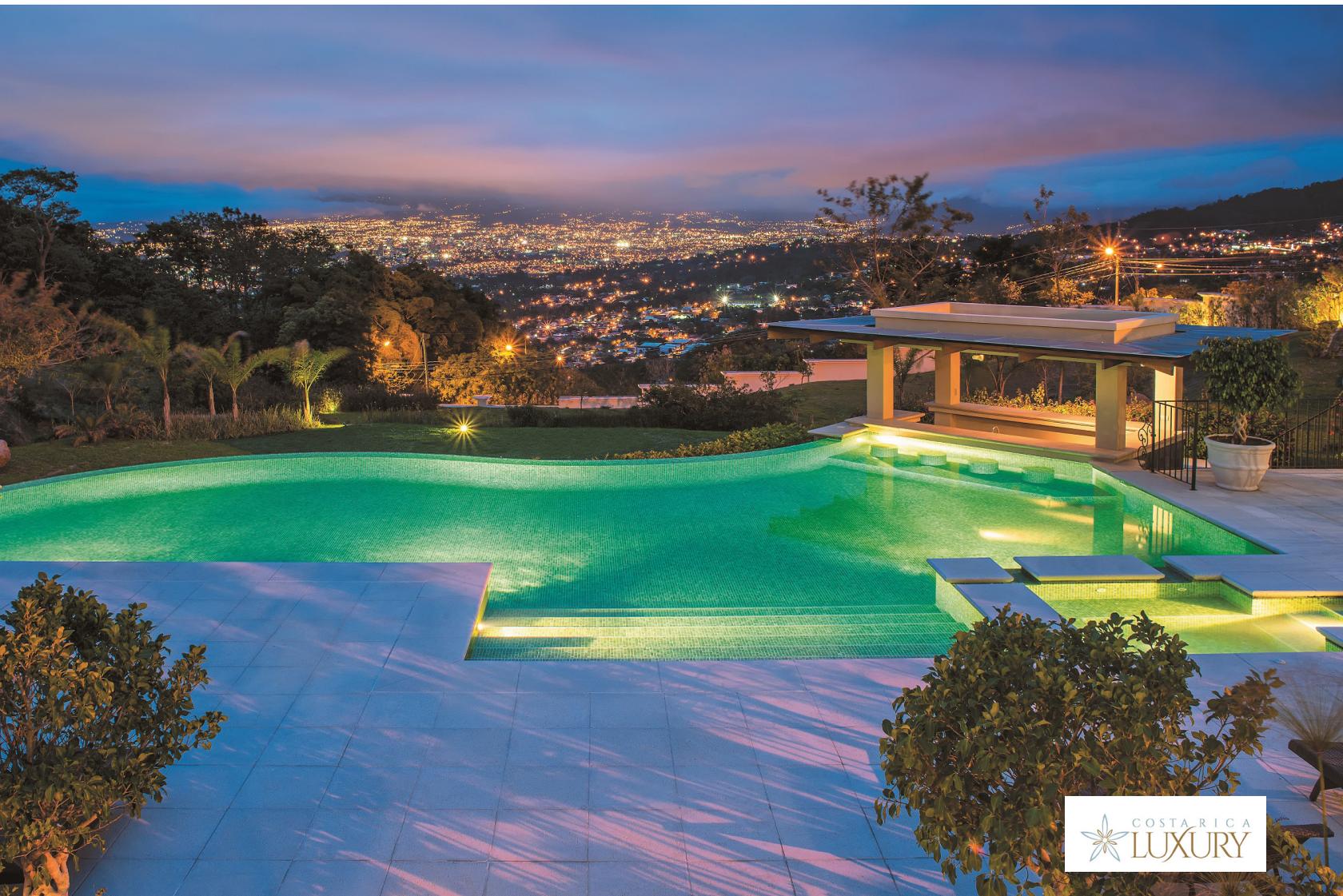


COSTA RICA LUXURY REAL ESTATE BOUTIQUE COMPANY



“We are facilitators in life progress,” says Yalile Alpizar, owner and principal broker of Costa Rica Luxury, the top luxury real estate boutique in Costa Rica. “Moving to Costa Rica is an amazing life experience for our clients and we love to be a part of that.” Fueled by her deep love for Costa Rica and nearly 30 years of international business experience, Yalile is well known as Costa Rica’s luxury real estate pioneer. “I previously worked with top executives from different parts of the world, so I felt very confident when I started in luxury real estate,” says Yalile, who founded the family-run business in 1990. “It was automatic,” she says, adding that on a personal note she enjoyed that focusing on Costa Rica real estate allowed her to remain local while raising her children.

Within www.CostaRicaLuxury.com, Yalile operates www.costaricamilliondollarhomes.com and www.costaricaluxuryestates.com, focusing on Central Valley luxury communities, high-end new construction and million dollar homes in the coast. The business provides comprehensive, turnkey solutions including marketing, sales and rentals of high-end Costa Rica homes, estates and mansions. “When we started listing million dollar homes, other REALTORS® laughed at me!” Yalile says with a smile; others never imagined luxury real estate becoming big business in Costa Rica. But the team members at Costa Rica Luxury are experts at what they do. The company is family oriented and includes two of Yalile’s daughters. Andrea Guillen, who follows Yalile’s steps since she was a child, is now a recognized luxury real estate specialist with



13 years of experience in dealing with high-end clients from around the globe. Andrea is Yalile's right hand and Principal Partner in the company. She graduated from the University of Costa Rica in Environmental Health, allowing her to earn experience in fields such as urban development, housing needs, urban infrastructure, health services, workers health studies, environmental impact studies and among others. Daniela Guillen is Yalile's youngest daughter, an advanced student in Digital Animation from Veritas University, she is the video and media production manager of the company. Yalile's sister, Anayancie Alpizar manages Spanish speaking clients and most rentals. The company is also supported by a robust staff including Yalile's son Roberto Guillen who is in charge of the financial and marketing divisions. Also on the team is an

attorney; a web and social media manager; graphic designer; and professional photographers. "We also work with a unique group of top-level experts such as engineers, landscapers, interior decorators and home remodeling experts," she says. "They're a backup team, always ready to help."

Having built their reputation on trust and credibility, Costa Rica Luxury enjoys greater than 90% referral or repeat business. "Trust is the most important part of our business," she says. "We deal with high-end buyers locally and from overseas, so we guarantee privacy, discretion and security and we're dedicated to personalized service and guidance." Attention to detail is extremely important, she explains, because many clients are foreigners who are just beginning to learn about the country.





Yalile and her team walk each individual patiently through a lengthy, educational process aimed at ensuring that buyers are prepared for the consequences of every decision they make.

“Everything we do has to be the highest quality,” Yalile explains. “Our clients are high-end buyers and renters; they’re looking for the best quality.” She enjoys developing strong relationships with the seller and the buyer. “We don’t just sit and wait for things to happen. We support our clients through all of the stages.” She describes how Costa Rica Luxury coordinates luxury home sales with robust marketing programs supported by professional photography, exceptional graphic and web design, tailored property tours and heavy, targeted online presences in social media, plus high-end advertisements in magazines and coffee table books distributed at top hotels. “And we’re available 24 hours a day,” she says. To remain true to this promise, they take advantage of technology and messaging services such as WhatsApp and others hosted by social media platforms.

While Yalile feels honored that sophisticated, high-end buyers contact Costa Rica Luxury directly, rather than through REALTORS® in their home countries, she believes this trend reflects a tremendous opportunity for luxury agents globally to establish networking alliances overseas with a strong and well-positioned company, in an amazing destination such as Costa Rica. “Costa Rica is a very sophisticated and exotic destination, with natural beauty, long life expectancy, a first-class health system and our *pura vida* lifestyle. Our ‘pure life’ is relaxed, prayerful and happy.” With this love of Costa Rica, coupled with her pioneering spirit, Yalile hopes soon to build new international alliances with top brokerages in high-end destinations and speak at luxury real estate conferences overseas. In the meantime, she and her husband, Roberto Guillen, whom she has known since the age of 14, fully enjoy the Costa Rica lifestyle with their four daughters, son and two grandchildren and expecting one more grandchild to come!. “They are our world!” says Yalile.



To learn more about
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