

## **MELISSA LYCKBERG NAMED ASSISTANT MANAGER OF FHALLEN GREENBRAE** *Veteran Agent Takes on New Role at Frank Howard Allen's Flagship Office*

Novato, CA, August 14, 2007 – Melissa Lyckberg, a 30 year veteran and consummate professional has been named Assistant Manager of the Frank Howard Allen Greenbrae Office. Melissa joins current Office Manager, Cyd Gardner, and will also continue to sell real estate on her own.

Melissa sold homes in Berkeley for twenty years before moving to Marin in 1997. She still maintains connections with her friends and clients in the East Bay, which gives her a unique perspective on our real estate market. According to Melissa, real estate is “about people, not about houses.” From the start, she has built her business on client referrals and personal relationships, which she has carried with her from county to county, broker to broker.

Melissa joined Frank Howard Allen in 2006 and found instant success in her new office, which she attributes to her kinship with Frank Howard Allen's business model. “Frank Howard Allen is an ideal model for building business. Trust does indeed take time, and the company has built itself up client by client, referral by referral, over the decades. It's the way I've done business, and although it does take time, it is very rewarding,” said Melissa.

After 30 years of selling real estate, Melissa knows that what clients want is to be respected and listened to. “My role is to give them information and the benefit of my experience. I understand that the decisions are up to the client, whose home or money is at stake.” Melissa plans to bring this attitude to her new role as Assistant Manager. “I will not tell fellow agents what to do. I will instead listen and offer my point of view and trust for them to make their own decisions.” Melissa has worked as a life coach before and has always wanted to teach or mentor and this gives her the opportunity to do so while still focusing on selling real estate.

Melissa also believes in the power of giving back and leads by example — actively donating her own time and money to local causes. The Greenbrae Office is exemplary in this area, according to Melissa. “To be successful you have to be generous and care about people, and this is what I see in our office,” said Melissa. “Agents have friendships within the office, but the atmosphere is very ‘work first.’ It is a respectful, supportive and friendly office environment.” Melissa also noted the impressive funds generated by the Greenbrae agents for the company's Matching Grants Program, which allows agents to donate a sum of money from every closed escrow and is then matched dollar-for-dollar by the company.

To stay on the cutting edge of performance, Melissa continually updates her knowledge and training. She is co-founder of the San Francisco Bay Area Mentor Group, has earned the title of Certified Residential Specialist, has a real estate Broker's license, and is a member of the elite Master Sales Society. She speaks to groups around the region on various real estate subjects.

Melissa is a graduate of Stanford University and lives in Point Reyes Station with her husband and three dogs. She is a practicing Buddhist and talented painter and sculptor who has shown and sold her work in Fairfax and Point Reyes Station.

The Greenbrae Office is located at 511 Sir Francis Drake Blvd., Greenbrae.

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