

TOP AGENT MAGAZINE

BARBARA BARDACH

As a top-producing agent since the start of her real estate career in 2005, Barbara approaches every transaction with the highest level of professionalism and dedication to client satisfaction. Her intimate knowledge of the premier areas of Tucson—in particular Oro Valley, Dove Mountain, and the Tucson Foothills—and her expertise in luxury gated and golf properties have made her a highly sought-after luxury agent and placed her in the top 1% of All Tucson & Long Realty Agents.



“I’m an individual agent, so my clients work exclusively with me until we secure a contract.” Then, Barbara’s husband and real estate partner Stu Bardach, also a retired Silicon Valley hi-tech executive, helps ensure a smooth transaction is achieved. “We provide clients with ‘above and beyond’ white-glove service every time,” she explains when asked about her high rates of repeat and referral business.

Barbara prides herself on her attention to detail and educating clients throughout the transaction process. She takes great care to listen to each client’s needs in order to find out what they truly hope to get out of the process. “I have an uncanny ability to listen between the lines and discern what clients really want. My goal for every transaction is a fair win-win.”

Barbara’s prior 18-year highly successful career as a sales and business development executive in the storage networking industry in Silicon Valley enables her to interface effectively with other executive level clients. “Real estate, like hi-tech, is all about focusing on a solution.” Her earlier career with the State of California as a labor neutral also sharpened her negotiation skills which she uses to help clients achieve a win-win transaction. “I don’t take no for an answer; that’s what makes me successful as a negotiator – there is always a solution when you listen and then think outside of the box.”

In addition to enjoying working with clients, Barbara stays involved in her local community and professional organizations. She has served two terms on the Tucson Association of REALTORS® Board of Directors and is a supporter of the Stone Canyon Community Foundation which provides grants to local non-profits focused on helping Tucson’s kids. She is also a member of the Associated Realty of

the Americas (AREA). “We are a select group of real estate professionals active in our local, state or national organizations whose goal is to improve our profession through leadership.”

Barbara is focused on continuing to provide the highest level of service to all clients. When asked about her advice for agents who are just starting out in the business, she suggests selecting something on which to be an expert. “I focus on a particular market and I don’t try to be everything to everybody. Agents should pick an area or specialization that they love and focus on it. If you focus on what you love, you’ll do it well, and if you do it well you may love it even more!”



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