

Deputy-turned-Realtor has Camarillo covered

By John Howard
Special to The Star

Since she graduated from college, Laura Means has been a health spa manager, marathon runner, advertising and marketing executive, deputy sheriff and clothing designer for baby clothes.



MEANS

In the 1970's, she began to dabble in real estate and started to buy and sell houses. Desiring the security of a career with benefits and a good retirement, she landed a position with Ventura County Sheriff's Department. Quickly advancing to a senior deputy position, she spent most of her career as a patrol supervisor. She retired in 1998 when her daughter was 3.

"Retirement will never be for me," said Means. "I've found out that I have way too much energy for that. I have to be busy. I have to be on the go, and I love to put my heart into everything I do."

Since the time she was 11, she has owned and loved horses. Means explained how riding is her therapy and is an activity she shares with her daughter.

"I think I have 10 or 15 gold medals from the police olympics in equestrian events," said Means. "I didn't like the feeling when I lost, so I became very enthusiastic about preparing better to win."

The Means family loves the outdoors and animals. They bought a dog kennel in San Luis Obispo County a few years ago and have others operate it for them.

"We just love going there for a change of pace and playing with the animals," said Means.

One of the things she loves about real estate is the flexibility it gives her to be with family and still enjoy equestrian activities. "When



Photos courtesy of Laura Means

Realtor Laura Means has loved and owned since she was 11 and even earned gold medals in equestrian events at the police olympics when she competed as deputy sheriff for the county.

"When I started in real estate, I knew I did not want to do it unless I could do it well. That's not just an empty statement — that is my obsession."

Laura Means

I started in real estate, I knew I did not want to do it unless I could do it well," said Means. "That's not just an empty statement — that is my obsession."

Means is very detail-oriented and took additional legal training courses over and above what is required of agents. "I've become an expert in contracts, attended countless financial seminars and training in different states, combed literature and, to this day, I scour trade publications, study case law, and continuously take night courses to stay current," she said.

Her diligence has paid off. She is known by her colleagues as being tenacious and determined. "It is an honor when someone chooses me to represent them in a real estate transaction," Means said. "People

don't want just a real estate agent. They want a consummate, proven professional who is intimately knowledgeable with the legal ramifications of their transaction. They demand protection, assurance of your abilities, and unyielding integrity. And they deserve it."

Means specializes and works only in Camarillo. She refers outside business to other agents. "It is my philosophy that no agent can do you justice in every city and they need to stick with what they know best," she said. "I know Camarillo best, and I tell each client every aspect about every neighborhood they want to consider."

Very early in her career she was blessed with immediate and consistent success — especially with high-end properties — and that continues to this day. By referral, her business snowballed and by the third year of her career, she was the No. 1 agent in the City of Camarillo, not just within Troop's 800 agents, but all of Camarillo's brokerages.

"There is no secret to hard work, just complete immersion into the needs of every buyer and seller," she said. "I can ensure the customer gets my undivided attention and service — not that of an assistant."