

# TOP AGENT

MAGAZINE

Roberta Tawell



Windermere  
Real Estate



# ROBERTA TAWELL

Commitment to education, devotion to clients, attention to detail and desire for life-long clients have shaped Roberta Tawell's remarkable 17 years in real estate. Fortunately for the real estate industry, the "veterinarian thing" didn't work out for Roberta. "I hadn't considered real estate," says Roberta, a Portland, OR, area REALTOR® with Windermere Real Estate. "I was interested in veterinary medicine because I loved animals and was really fascinated with biology and chemistry. But when the veterinary path didn't work out for me, I decided humans were my next best option and earned a master's degree in clinical nutrition and, later, a second master's in healthcare admin-

istration." That led her to a successful career in medical settings.

There, Roberta discovered her gift for helping different kinds of people meet different goals. She also decided she might be best suited for starting her own business. This is the point at which one might guess Roberta went to real estate school – not culinary school. "I was trained by professional chefs, opened an artisan bakery and developed some great products!" she says of the next twist in her career's plotline. "Customer service was a huge part of that business." Although owning a bakery was back-breaking work, if not for the bakery Roberta may not have found real estate.



“My husband and I owned the building with the bakery and made a profit when we sold it, and I realized there could be something to real estate!” she says. “I already liked working with people, communicating and helping people achieve their goals.”

In 2000, Roberta earned her license and joined Coldwell Banker in Pasadena, California. “I learned all I could, applied all the skills I had acquired and began developing a successful real estate career,” says Roberta. She worked the floor taking calls and walk-ins, and held open houses, building her business one client at a time. When it came time in 2006 for Roberta and her husband to move to Oregon,

she then applied that same tenacity to starting up in Portland despite being “air-dropped into a market where I knew no one,” she says. Given her ongoing desire to form close connections, Roberta established herself in the three-county Portland Metro Area, where she has sold cottages, luxury homes, investment properties and condos. She helps seasoned home buyers and sellers as well as investors and first-time buyers through Windermere. “I chose Windermere because their values align with mine,” says Roberta, who appreciates that Windermere agents give back to the community and all agents donate from their commissions to the company’s foundation, which supports organizations benefiting



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women, children and families. One way she learned Portland was by training as a volunteer educational walking tour guide for third graders through Urban Tour Group, where she still volunteers.

Always wanting to provide more, Roberta's numerous certifications include Certified Residential Specialist, which only 4% percent of REALTORS® hold. She's a Master Certified Negotiation Expert, a Seniors Real Estate Specialist, and Short Sale and Foreclosure Resource certified. She is also a trade ally of the Energy Trust of Oregon, through which she is well-versed on energy efficient construction. "I want to learn whatever I can and share that knowledge to help my clients

reach their goals," she says. "My clients come first always and they're clients for life." Clients appreciate the rapport they build with Roberta and notice that she removes the burden from them, making things as seamless as possible. They become friends; with many she enjoys Portland's thriving "foodie" scene, nearby wineries and outdoor recreation.

Looking to the future, Roberta plans to carefully expand her team while maintaining her high-level of client focus. "You have to be detail oriented to succeed in this business," says Roberta, referring to a wise saying she embraces: "Service isn't a big thing it's a million little things." She also will never stop learning. "Education is part of who I am; it's in my DNA," she says. "Anyone who is well educated can better help their clients." Having navigated a fascinating, education-based path into real estate, Roberta knows that in 2000 she found her perfect-match career. "It's very natural for me to do this work," she says, gratefully.





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