

TOP AGENT MAGAZINE

VICTHOR SOARES & MARIA THOMSON FRADY

You might say that Victhor Soares was destined to enter some aspect of the real estate business. His mom, Maria Thomson Frady has been a successful Realtor® most of her life, and in 1999 she became a loan officer. Four years later, she became a Mortgage Broker and opened Bonneville Financial Services, Inc., a brokerage committed to helping clients get the best possible deals available on the market. In 2004, Victhor joined her and learned the ins and outs of every aspect of the business before getting his license to be a loan officer in 2005.



With over 14 years of existence in the mortgage industry, Bonneville Financial Services has been one of the most trusted mortgage firm in the state of Utah. It has built a reputation as one of the premier boutique agencies, well known for providing their clients with a level of customer service that is truly unsurpassed. Everyone at the company takes an educational approach to their jobs, that relies heavily on not only making sure their clients have the knowledge they need to make the best decisions, but is equally about learning everything they can about the client in order to customize a program that best suits their needs.

Because Bonneville Financial Services is a family business, everyone works extremely well together making the loan process as smooth and as seamless as possible. Maria's experience as a Realtor®, has allowed the whole team to see the process from both sides, which has made them a valuable partner to several local Realtors®. Another area of specialty they cater to is the Hispanic community. "We are all immigrants from Brazil, so we

not only speak the language, but we really understand where these clients are coming from, so they can truly feel comfortable with us."

According to Victhor, another key to the company's success has been the strong code of ethics they uphold. "We work hard for our clients, and do everything with the utmost integrity.

We really are here to help. If someone comes to us, and isn't ready to buy yet, we guide them on the steps they need to take to get there, and it's a great feeling when they come back to us ready to go. I've spent most of my life in this industry and I've seen it all, so it's nice to be able to share that expertise with people in order to improve their lives."

Victhor and everyone at the company believes strongly in giving back to the community. In the past they have worked with the Ronald McDonald House, cooking for the families in need at the home, and have plans to do another. When he isn't working, Victhor enjoys working out, playing soccer, cooking and hanging out with friends and family.

Victhor couldn't be happier with his decision to join the family business 14 years ago."We definitely want to continue to grow our business, and expand into new ventures as well. We're constantly implementing new and better systems that allow us to best serve our clients. We know what we're doing. From beginning to end, we offer our clients a streamlined and efficient process, in an environment that is warm and personal. This isn't about numbers for us, it's about building lifetime relationships."



To learn more about Victhor Soares
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