## PEOPLE TO WATCH

## NATALIE WAKNINE FOUNDER & OWNER NES PROPERTY SERVICES, INC.

Natalie Waknine broke through the glass ceiling when she became a highly successful, licensed general contractor in a predominantly male industry. After initially working in the business alongside her brother to pay for college, Natalie went on to receive her degree in psychology and worked as a behavioral therapist before rediscovering her passion for contracting years later. Believing you should do what you love, Natalie opened NES Property Services, where she has thrived in upgrading and remodeling people's homes or building them from the ground up.

Her company's mission is to go "Beyond Service, Beyond the Competition." Natalie adds, "My number-one goal is a happy customer. So, we do our best to make that happen. I saw people getting hurt by other contractors and wanted to build a business with honesty and reliability."

While NES Property Services always puts the customer first, they also tell it like it is. "Before taking a job, we make sure we click with a client and that the energy is good between us," explains Natalie. Remodeling can also be stressful, so Natalie's therapy and psychology experience in resolving issues plays an important role in ensuring that everyone remains happy throughout the process. They don't employ outside project managers or salespeople – as NES believes in being more personable. "We don't overwhelm our customers. They never need to spend time shopping around. We bring them samples and oversee their project from start to finish, always looking to cut costs without ever cutting corners."

An artist at heart, Natalie uses her eye for design to help clients create their perfect home. Whether remodeling, designing, or building a completely new home, Natalie stays personally involved, never compromising on quality or safety. Clients consider her trustworthy, down-to-earth, and



meticulous. Natalie finds good communication is the key. "Most importantly," Natalie notes, "we look to create longterm relationships with our clients. We stay in touch all along the way and even after the job is completed."

Natalie and her family moved to Calabasas nearly four years ago when Natalie was six months pregnant. "I knew Calabasas was where we wanted to raise our kids. We love the great people, atmosphere, and community." As a busy mother of two, she understands that clients can't always work with a contractor from 9 to 5. That's why she doesn't shut off her phone at the end of the business day. She endeavors to work around each client's busy schedule and is always there when her clients need her. ■

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