



TOM LUU

Tom Luu was working as an engineer in the tech sector when he discovered that sitting at a desk all day was not a fit with his gregarious nature. He made a move from product development to purchasing and procurement, a role that enabled him to step out from behind the desk and connect with people in meaningful ways. He

recalls, “It allowed me to demonstrate my cross-cultural business understanding working with sales, contract negotiations and process improvement, which required me to be meticulous and attentive to every detail while maintaining relationships with people. Looking back, I’m glad I did that, because it’s been very rewarding.”



Today, Tom brings his extraordinary combination of precision and customer service to his real estate practice at Nationwide Real Estate Executives, a company that was recognized by “Inc. Magazine” as the number one fastest growing real estate brokerage in California in 2018, and one of the fastest-growing real estate organizations in America for the last three consecutive years. “I chose them because of their family-oriented culture and the commitment they give to agents. We are a young, thriving company that is always looking to reinvent real estate, and the company is investing in technology and training so we can better serve our clients. I’m a solo agent, but I depend a lot on the support of my peers to make sure my clients get everything they need. Everyone here is very supportive, and our manager is awesome. That’s why I love Nationwide.”

Tom enjoys the activities in real estate that get him out of the office to meet his neighbors in Lake Forest and Laguna Hills. “One of my favorite quotes is, ‘Opportunity does not knock, it presents itself when you beat down the door.’ It’s so true when applied to business. I love to meet people, so door-knocking and open houses are the things I love to do most in real estate.”

Although Tom values the technologies that make it possible for him to deliver real estate services with greater efficiency, he believes there is no substitute for high-touch service. “A real estate transaction is a very significant milestone in a person’s life. It is the keystone of wealth and financial and emotional security. There is a lot of value in being willing to sit down with someone face-to-face and get to know them, and it’s important for myself to understand the scope of what they want to accomplish. To be able to gain the trust of my client and guide them through the process is a tremendous gift and honor. You can be tech savvy, but that won’t get you very far if you don’t know how to talk to people, and you have to be available. Before you can make a leap into a transaction with someone, you have to be able to communicate with them.”

Tom is known for his strong work ethic and a business approach governed by high integrity and honesty. He is currently working toward obtaining his broker’s license in order to provide an enhanced level of client service. “When someone is buying a home, it is one of the biggest commitments of a lifetime. I have to be able to educate them and put their best interests first. One of the reasons I get referrals is because I will go the extra mile to save buyers money on repairs. When I take a listing, I give the seller full information about the home’s value and margins. My attention to detail and follow-up gives me the ability to earn people’s trust.”

Raised by a hard-working single mother, Tom says the lessons he learned early in life have a profound effect on who is today. “My mom taught my siblings and I that success isn’t given; it has to be earned. She also taught us not to take anything for granted, treat people the way you want to be treated, and make the effort to pay it forward whenever you can. My purpose is connecting with people at the heart level. I believe every client I encounter deserves the highest level of service, so I serve one client at a time, and always with their best interests at heart.”

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