

TROYCE HARGIS-MONROE

An Unprecedented Real Estate Experience

Written by H. K. Wilson

If the qualities of communication, trust and integrity are your formula for the ideal Realtor®, look no further than Troyce Hargis-Monroe. As a lifelong resident of Orange County, Troyce brings his local



knowledge, professional know-how and personal care to every transaction for an unprecedented real estate experience.

Troyce committed the first part of his professional journey to his passion for food. During his successful 22 years in the food and beverage industry, he rose to corporate management and oversaw flourishing teams throughout the country. Eventually, he decided it was time for a new adventure. “I’ve always had a love for real estate,” he says. “When I made the decision to do it, I quit my job and gave it my full focus.”

Troyce took up real estate with the same passion he had given to his first career, and his first clients ended up selling and having him represent them totaling over \$1.6 million. Today, he is an award-winning agent at Coldwell Banker Residential Brokerage, Southern California’s number one selling agency. “I chose Coldwell Banker because I knew it was a company that could support my clients on a grand scale. I can work with anyone all over the world, and that access has allowed me to do deals specifically because of our affiliations worldwide.”

Troyce’s grace and polish reflect his many years of corporate business training and certification in negotiations. “I worked in corporate management with some big companies, and they put me through personality profile training. I learned how to interact with all different kinds of people and their personalities, and how to immerse myself in different scenarios that may be uncomfortable and still be able to adapt. In this business, it helps me walk into any situation and handle both sides effectively.”

Motivated by his love for people and genuine desire to help them achieve their goals, Troyce is relentless in delivering excellence. “I live by something a former boss used to say, ‘We build great ships at a profit if we can, at a loss if we must, but we build great ships.’ I’m about quality. I get to know people personally, what their goals are, and then do the work to make it happen. I love learning about people, where they’ve been, where they want to go, and how I can help with that.”



RESIDENTIAL BROKERAGE

Clear communication is the foundation for the trust Troyce creates with his clients. “I don’t just hear; I listen. I think there’s a difference. I want to understand what someone is looking for, and I don’t sugar coat a situation — I tell it straight up. It’s important because I think a lot of people received sugar-coated information in real estate. If I’m working with a seller, I’m going to be honest with them about what their home is worth and show them the data that proves it. I want a quality listing, and I want them to succeed in selling their home for the highest price the market will actually deliver. Or a buyer could miss their dream home because they want to go in and low-ball an offer, and in certain markets you can’t do that. They’re relying on me to be the expert, and that requires honest communication.”

Integrity is another hallmark of Troyce’s service. “My name reflects on every transaction,” he says. “It’s important that every aspect is done correctly and I show up as a full-circle professional, not only with my client, but with anybody I come in contact with. I make sure that everyone who is working on the deal — agents, escrow, title, lenders — is equally professional with my clients. Professionalism and communication make this business a whole lot better. The highest compliment is when other agents say to me, ‘It was great doing a deal with you. It went so smoothly.’”

Troyce lives with his husband, Greg, in Ladera Ranch, where he is fully immersed in the community. “It is such an amazing community, and I sell the lifestyle here that goes with the home. I was born and raised in OC so I know a lot of the areas really well. We have a lot of friends here, and we love to entertain at home with good food, drinks and music. Our home is our happy place for being with friends and family. We also love to travel. London is our favorite destination, and my goal is retire as a London tour guide and lead people on tours to the behind-the-scenes, local version of the city.”

When a client trusts him with their biggest investment, Troyce wants them to feel confident that they are making the right move. One client affirmed:



“When it comes to client care and dedication, Troyce delivers the best possible service. With his extensive knowledge of the local neighborhoods and his top-notch negotiating skills, I am extremely confident that any person I send his way will be given the best real estate experience possible.”

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