

NORB KOHLER

Written by H. K. Wilson



So who is Norb? Norb Kohler is the managing partner of The Laughton Team at My Home Group in Orange County, a dynamic boutique real estate company that recently disrupted the local real estate market. Nationally recognized Realtors® George and Jennifer Laughton established The Laughton Team at My Home Group in Arizona, where they have become the number one agents in the region. Their innovative, people-centric business model has ensured the success of agents and clients alike, and now that same award-winning service is available to OC residents and to enterprising Realtors® who are looking to up their real estate game like never before.

According to Norb, the most important things in life are not things at all, but people. And to him, real estate is about more than helping his neighbors buy or sell a house, it's about building relationships that last a lifetime. His philosophy fit perfectly with that of a company whose core beliefs entail that "complete honesty builds strong client relationships, excellent service and unwavering care creates client advocates, and total competence exceeds client expectations."

"The Laughtons are quality professionals who genuinely care for people," Norb says. "Along with their managing partner in Arizona, Justin Baker, they

inculcate a sense of family and community involvement in their business model. The mentors in my life have helped me understand that world revolves around genuinely caring for people and engaging them on a personal level. In the business of real estate, I see that as a top priority."



A native of Ontario, Canada, Norb grew up in a family of artisans who designed and built custom interiors for high-end restaurants and hotels. He began life as an apprentice who became proficient in drafting, design and estimating. But life called him to become a pastor, a work he dedicated himself to for 30 years. Throughout his years of service, Norb and his wife bought and rehabbed a number of properties to augment their income. After resettling in California several years ago, Norb was working on a house and had an epiphany. "I realized I was leaving money on the table. I decided to get my real estate license. I learned about The Laughton Team and had to find out what made them so successful."

Today, Norb is recreating the same elements for success in the OC marketplace. He explains, "We run a lean, efficient brokerage that excels in supporting teams. We're looking for self-motivated business owners who want to double or triple their gross income. We provide a platform to do business up front with the tools to generate multiple, quality leads. We then provide the training to execute on that pipeline. Our goal is to give each agent everything that is required to run a healthy and sustainable business."

Seasoned agents can accelerate their businesses by creating teams, with support that makes growth manageable. Entry-level agents have a chance to acquire education and mentorship in a positive environment. Since all splits are paid at the end of a transaction, newer agents can focus on growing their businesses without crushing overhead.

As a leader, Norb's caring and inspirational nature comes through. He describes himself as a visionary thinker who is motivated by helping others achieve their goals. "I'm not the greatest at details. I think my greatest strength is seeing the capacity that people have. My goal is bring on quality people and then grow their business with them."

In real estate, Norb enjoys building authentic relationships and being of service by helping people achieve one of their greatest life accomplishments — the American Dream of home ownership. He often meets clients at Brot Coffee Co., a coffee house owned and operated by Adrian & Natalie (his son-in-law and daughter). "I spend a lot of time with clients there. I love the idea that my life is interwoven with my kids and embracing that community feeling that we're all in this together. It flows into an authentic community through coffee culture, loving people and caring for them wherever they are in their life space."

On the subject of family, Norb is quick to share about how much he loves his two grandchildren, Sophie and Willa. Their photo is his cell phone screensaver, and he often points to their picture when explaining his "why" to clients and colleagues.

Whether you are a potential buyer or seller of property in Orange County, or a real estate professional who is looking for a place to flourish, Norb is someone who is both able and eager to help make your goals a reality. He says, "By creating great relationships, we can cause a win-win for everybody, and have a lot of fun doing it."

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