

RICHARD LEE

Specializing in Client Satisfaction

Written by H. K. Wilson

A first-generation American and MBA graduate of the prestigious Hult International Business School, Realtor® Richard Lee says he learned two things from his Korean parents: a strong work ethic and the value of family. After beginning his career in the corporate sector, Richard soon realized that the rigid structure did not fit with his intuitive people skills. He read Robert Kiyosaki's "Rich Dad Poor Dad," and the door opened to the exciting world of real estate, where Richard specializes in client satisfaction. "I love real estate," Ricard says. "It makes me happy to talk to people and build relationships. I like meeting with clients face to face and really seeing them meet their financial goals. It gives me joy to help people achieve the American Dream."

When Richard began his real estate career, he chose Nationwide Real Estate Executives in Irvine for its vibrant team atmosphere. Located just off the 5 Freeway near the Irvine Spectrum, the office is accessible and welcoming to clients. "We are big enough to have all the resources to give our clients the best service, but small enough to be more like a family. Everyone is here to help each other succeed, and I think our clients feel that."

Born in LA and raised in the Inland Empire, Richard now lives in Orange County. While much of his real estate practice is focused in South OC, his familiarity with neighborhoods throughout Southern California equips him to guide clients to hidden gems across the region. "A lot of people want to move to the Inland Empire because it's more affordable. Since I used to live there, I know first-hand what the different cities have to offer."

As a young professional, Richard is proficient in the latest technologies, but he prefers to do busi-



ness the old fashioned way: face to face. "If a conversation over the phone is going to take more than 10 minutes, I'd rather just meet in person. I've found that the baby boomers I work with love face-to-face interaction, and with the rise of the internet, they're getting less and less of that. I'm there for them and willing to drive to their house for appointments. I enjoy talking to people and seeing what they are all about. I like it when they share their life stories and I can really get to know someone I'm helping with a major life decision."



His enthusiasm and willingness to roll up his sleeves to get the job done are hallmarks of Richard's service. He goes above and beyond what others are willing to do. "When someone is trying to sell a home, they're expecting boots on the ground to start finding buyers instead of just putting it on the MLS and laying back. I give that level of service. I'm willing to go the extra mile to help out, whether it's helping someone move furniture or clean out things they need to get rid of." Richard is a keen supporter of the local Salvation Army, and he often facilitates donations to the organization by clients who are in the process of moving.

Richard's advanced aptitude for analyzing financial markets further sets him apart from Realtors® who are less informed about investing. Richard says, "A home purchase is a huge financial investment for any individual, so any agent who doesn't know about taxes or how to reach financial goals is not giving their clients full service."

While earning his MBA, Richard traveled to Shanghai, where he worked as a consultant tasked with expanding the Nike sports apparel market in China. In addition to an international perspective derived from his Korean heritage and extensive overseas travel, Richard is also fluent in Korean and conversant in Chinese and Spanish. "Working in real estate, I'm always talking with people from different countries, and being able to relate culturally is a big plus. The level of respect to elders seen in Asia is different from the way people relate here in the U.S. It makes me more aware of who I'm talking

to and able to serve them in a way that makes them comfortable."

Richard strikes the ideal balance as a professional who is energetic, educated and up-to-date on market trends, while also being client-focused. "When someone is making their biggest financial decision, it's important to counsel with a qualified agent who can guide them about the best route. I'm committed to my clients' success, and I never give up on a client when times get rough. If someone is downsizing or buying their first home, I'll be their face-to-face agent from start to finish."

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