

ALEX RIOS

When Realtor® Alex Rios was growing up in the Rancho Cucamonga foothills (Alta Loma), he read a couple of books including Robert Kiyosaki's famous book, "Rich Dad Poor Dad." The ideas in these books along with other influences helped change the course of his future. "My dad owned his own business as a doctor of chiropractic. I grew up with my Dad as my role model of course in reference to entrepreneurship and having your own business. I also knew growing up that my parents owned real estate. That complemented much of the material I was reading. I knew that I wanted to go into real estate at some point, in some form."

Alex first worked as a sales professional in the finance sector, where he honed his ability to connect with people. "When I got into real estate, I think I was better prepared in reference to sales, because I was used to prospecting and communicating," Alex says. "This business is just about people. Those early experiences had me develop a skill set, so I wasn't afraid to pick up the phone or show up at the door to talk to people."

With his advanced knowledge of finance and investing, Alex understands that real estate is a valuable financial asset, and he helps his clients make buying and selling decisions that will benefit them today and long into the future. In addition to representing families who are buying or selling homes in the Inland Empire, he also represents investors who are seeking multi-unit income properties.

Alex says that working with boutique agency Realty Masters and Associates gives him the freedom to allocate resources where they most benefit clients.



"Realty Masters allows me to do what I need to do to serve my clients. Big brokerages demand a lot of fees, when I could potentially use that money to help my clients with better marketing or other things that will help close their deal."

FULL SERVICE



Clients appreciate Alex's constant availability and follow-through. "My goal is to offer full service. My clients never have to worry or wonder where Alex is. They can always get a hold of me when they need me. It gives buyers and sellers a lot of peace of mind when they're in escrow."

Alex surpasses the competition when it comes to marketing. "Anybody can list a property, but I do active marketing," he says. "I make phone calls around the area and door-knock the neighborhood — whatever it takes to help a buyer find the perfect home or a seller get top dollar for their listing."

Past clients sing Alex's praises with their five-star service reviews. One buyer said: "We listed and sold our home with Alex and couldn't be happier with the service he provided! He is a true professional and always thinks outside the box! We will definitely use Alex for the purchase of our next home and would recommend him to anyone looking for an agent!"

Another shared: "Alex was great to work with. He was very committed to selling my house as quickly as possible and for the price that I anticipated. Before working with Alex, I talked to three other Realtors®, none of whom were willing to list my house for the price that I knew that it would sell for. I believe that

they had not properly researched the market. Alex came in right on point for the listing price and was enthusiastic about holding as many open houses as needed to get the property sold. I highly recommend him as a Realtor®!"

Looking back on his early aspirations for a successful career in real estate, Alex says he has definitely chosen the right profession. "I enjoy what I do, and I strive for excellence. My goal is to help my clients follow through with their plans and goals. For many people, real estate is the most sizable investment they will ever make, and the opportunity to be part of that can be very rewarding. Depending on the circumstance, people's reasons for buying or selling a home are not always happy ones. But it always feels great to be part of it and help people get into the right situation."

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