



EUGENE PRINCE

If you ask Realtor® Eugene Prince what is the secret to her success in real estate, she will most likely tell you it is her authenticity. “Be honest with who you are,” she says. “I’m a working mom juggling every day. I tell

people right up front that I’m a mom and an immigrant, and English is my third language. I teach yoga. And I’m here to help you.”



Leading With Authenticity

Originally from South Korea, Eugene earned her bachelor’s degree in international business and came to the United States to continue her education at California State University, Northridge. Despite having little-to-no English, she persevered in her studies and overcame the many challenges of adapting to a new life and culture. While working as a litigation paralegal, Eugene also expanded her study of yoga and pilates, becoming an instructor in both disciplines. She eventually took up the practice of real estate, seeing it as a prime career in which to apply her many talents and her passion for helping people.

From her office at My Home Group Real Estate in Irvine, Eugene serves her clients wherever they are buying or selling property throughout Southern California. As her practice has grown, Eugene says she finds joy in sharing business with her colleagues and helping less experienced agents learn the business. “I am so blessed. And it’s not about money to me. It’s about finding good people to work with.”

Eugene’s generosity toward others contributes to a respectful and congenial relationship with her peers. After a severe car accident, Eugene’s coworkers stepped in to help cover her appointments. “I’ve recently realized the power of teamwork. People I didn’t even know jumped in to help me instantly. Our office is truly like a family.”

With a thriving practice that includes both residential and commercial real estate, Eugene’s global perspective and ability to speak multiple languages are tremendous assets. She is fluent in Korean and English, conversant in Japanese and Chinese, and currently receiving tutoring in Farsi. “I have a burning desire to learn about my clients and their cultures and help them as much as I can, just like I learned English 14 years ago. Most agents will just hire a translator, but I feel that even if I can speak five sentences in Farsi, it’s worth my investment of time and money. It shows what I’m willing to do for them. People are so touched even if you can only say ‘hi’ and ‘thank you’ in their language. It gives them a sense of connection, and they appreciate it so much. Sometimes my clients are in tears, especially if they just got here from their country.”

Many of Eugene’s clients come from her yoga practice, where her upbeat and caring spirit conveys that she is a person who can be trusted to guide them through one of

life’s most important journeys. Among those who have expressed their gratitude for her above-and-beyond service with five-star reviews, one shared: “Eugene helped me to find a house for rent in the City of Irvine. Since my English is limited, she was patient to help me out, not only with the English translation, but also with the home search and interviews with multiple landlords.”

Another, who moved to Irvine in 2016 and had a series of disappointing experiences with local Realtors®, was referred to Eugene by a friend. She said: “After a few meetings with her, I was very impressed by her knowledge and patience. She answered many of my questions and, most importantly, she shared valuable tax information which really helps me a lot. She is amazingly patient and always greeted me with a smile on her face, even when the sun was baking us. She is so trustworthy and friendly! Highly recommend!”

Eugene says that when it comes to customer service, her goal is help her clients without any delay. This means she answers her phone, returns messages quickly and does whatever it takes to make sure her clients are heard and at ease. Her authentic nature also comes through at the negotiating table, where she strives for the win-win while advocating for her clients’ best interests. “I’m good at negotiating, not good at fighting,” she says.

According to Eugene, authenticity is the key to feeling connected with others, and being connected is the most powerful tool in real estate. “A sense of being connected is what makes us able to work together to get things done. I’m a Realtor®, but I’m human too. Having an authentic connection with buyers, sellers and other team members and agents in a transaction makes the deal go smoothly. Clients can feel that too.”

Eugene Prince
My Home Group Real Estate – Laughton Team
420 Exchange, #270
Irvine, CA 92602
Tel: 818-271-8250
Email: Eugene.prince@gmail.com
Web: www.EugeneP.theorangecountyhomesearch.com
DRE # 02013469