

Written by H. K. Wilson



## THERESA HERTZOG

**T**heresa Hertzog, Realtor® at Keller Williams Beach Cities in El Segundo says, “I don’t just sell houses, I do business with all my heart.” Originally from the Philippines, Theresa earned her degree in computer science and went on to a career in the corporate sector. She simultaneously began investing in Philippine real

estate and, eventually, obtained her credentials as a real estate broker. When she immigrated to the United States, she decided to make real estate her full-time endeavor. For more than a decade, Theresa has been a positive, helpful partner to clients who are buying or selling a home in the South Bay.

## “DOING BUSINESS FROM THE HEART”

With her caring nature and finely honed market knowledge, Theresa expertly guides her clients through the close of escrow and beyond. She is a powerful negotiator who listens with compassion and strives to create favorable outcomes for buyers and sellers. She is known for putting her clients’ interests first, and she would rather cancel a transaction than put a family into the wrong home. “Sometimes, it takes time for someone to find a place they would call a home. Or a buyer doesn’t fully understand what they’re buying, and they need advice about factors that may not serve them well in the future. I’m patient with people and put my time and attention into them. When someone hires me, I give them 100 percent. My job is to find someone the right home or help them transition to their next one. I love real estate because I like working with people. I enjoy taking on challenges and finding a way to make things work.”

Theresa cultivates lasting relationships with her clients, and her authentic investment in their longterm well-being inspires them to refer their friends and return to her whenever they are buying or selling a home of their own. Many have expressed their gratitude with five-star reviews on Zillow. One said: “We were so lucky to have Theresa as our agent! As first-time home-buyers, we were nervous and had a lot of basic questions. Theresa was so patient with us, explaining everything and guiding us every step of the way. When we did find our house, Theresa was a great negotiator and a great partner to have in our corner during the long escrow process. She always puts her clients’ interests above everything else. Thank you again for everything Theresa, couldn’t have done it without you!”

Another reported: “Theresa gave me all the tools and knowledge I needed to narrow down the search to find the right property for me. She went out of her way to show me properties from Santa Barbara to San Diego, which further narrowed the gap between what I wanted and what was available. We finally found the perfect house that met all my needs, and she showed great execution (meticulous and professional) throughout the ever-complicated escrow process. She was a valuable asset to have on my side when making this all-important decision of buying a home.”

Theresa continues to invest in Philippine real estate, and she often counsels clients who are looking for income properties in both U.S. and Philippine markets. Her first-hand understanding of the culture, property values and tax incentives in her home country provide clients with valuable advice that few competitors can match.



An ambitious entrepreneur with boundless energy and a zest for life, Theresa also owns a digital company called Lux Virtual Assistants that complements her real estate practice. Although she is busy running two businesses, Theresa says that every day is a party. She loves to travel, explore and spend time with her friends and family. She is all about creating close bonds with people in every aspect of her life.

According to Theresa, her goal is to ensure that her clients receive professional, personalized service before, during and after the sale or purchase of a home. “I enjoy making people happy, making them smile after close of escrow. It gives me satisfaction when I see that my client is happy with their purchase. And on the seller side, happy when they have accepted the right buyer and are happy with the price and terms. The best thing for me is that I can sleep well knowing I did the best I could for my client.”

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