

Chapter 25 Price Planning Career Chatroom Career Profile

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Q What do you do at work?

A As a real estate broker, I work with buyers and sellers to help sell property. Part of my job is to effectively price and market the owner's property to bring in as many qualified buyers as possible. Then I negotiate with the buyer and his or her agent, deal with inspection reports, make sure existing loans on the property are paid off, help to transfer title to the buyer, and make sure the seller gets all proceeds from the sale that he or she is entitled to. When working with buyers, the biggest challenge is getting to know the clients so you can help them find the best house to meet their needs. I negotiate with the seller and his or her agent and, if successful, oversee all of the inspections, help the buyer obtain a loan, and do the paperwork so they can obtain proper legal title to the property.

Q What was your first job in marketing?

A In 1977, I started out as a real estate agent working for a designated broker in San Francisco. There were twenty other agents in the office. I split my time between soliciting listings and marketing them, as well as working with homebuyers.

Q What skills are most important to you?

A People skills and time management are important. In real estate, you must quickly build rapport and trust with clients to assist them with the biggest transaction of their lives. A real estate agent or broker sells knowledge and time. It takes time to stay current on real estate laws and regulations. You can also easily lose time working with clients who aren't serious or qualified or loyal.

Q What is your key to success?

A I believe that I've been successful for so long because I make it my business to learn as much as possible about every aspect of the business including real estate law, finance, and taxation. I use that knowledge to benefit my clients.