

TOP AGENT

MAGAZINE



Lance King



When buying or selling real estate in the highly competitive Bay Area market, there is one Real Estate Broker whose company truly stands out from the rest. King Realty Group offers their clients decades of experience in the real estate and construction industries, as well as an expertise in all types of residential and investment properties. The team consists of some of the most highly respected agents and brokers in the industry, who combine traditional values while staying on the cutting edge of technology to offer their clients a com-

prehensive approach to achieving their real estate goals.

The team is led by Founder & Managing Broker Lance King, a successful serial entrepreneur who brings a diverse range of experience in real estate, construction, sales, and marketing, and who operates his business under a simple philosophy: offer an unsurpassed level of customer service in a company that treats its clients more like family, and the rest will take care of itself. "I have kept my team small on purpose. It allows us not only



to offer a more personal level of service, but it's allowed me to focus on hiring the best of the best so I can nurture the people I work with into being successful agents and brokers. Whether it's a seasoned professional or highly trained new comer with promise, the culture of our company is unique. Unlike other companies where everyone tends to fend for themselves, we are a real team who work together to insure both buyer and seller clients alike never miss out on opportunities and maximize their investment dollars."

It's not surprising that they have an impressive repeat and referral business rate that stands at nearly 100%. Lance credits their dedication to serving their clients at the highest level as being key to their success. "Our clients are very loyal to us, because we are extremely loyal to them and look out for their interests. We are patient and never push them into something that isn't right for them. In fact, we often talk people out of buying or selling strategies if we think it's a mistake regardless of how it affects us. Our goal with every client is that they are



so thrilled with their experience when all is said and done that they tell everyone they know to hire us, which is a philosophy that benefits everyone. The essence of our business is we don't sell people real estate, we help them realize their real estate goals and dreams."

Another advantage that clients get working with King Realty Group is access to ownership level expertise. "I have a strong background in construction, so I'm really good at seeing flaws that might lead to potential problems down the road. As

we've expanded our team, it's freed me up to be more involved in every transaction: advising, consulting, problem solving, leading the charge, whatever is necessary to make things happen. The combination of team approach and access to higher level experience is a skillset you don't normally find elsewhere."

Lance's plans for the future include expanding on the current scope of the company's business in Marin County and the East Bay, creating more opportunities for his agents, and in turn, allowing



them to help more people. “We all feel really fortunate here. We’re dealing with smart and thoughtful clients who come to us because we’ve earned a reputation built on trust. Buying or selling a home is a big deal and can be very stressful. We manage all that for them in a way that works for best for them, creating a transaction that is as seamless and stress free as possible while making the most of their investment. And our view of client relationships post close of escrow is different, too. “Whether they have questions or need industry referrals, we encourage

people to call us no matter how much time has gone by. This gives them an extra security blanket knowing they have real estate experts on call at all times.”

Despite being an extremely busy man, he makes a point to set aside plenty of time for his family, often having late conference calls so he can spend time with his 4 year old daughter before she goes to bed, and is frequently seen picking her up from school on his bicycle with a trailer for his little one. “Sometimes it’s easy to say I’ll do it tomorrow, but



she's going to be off to college before I know it." King also volunteers heavily at her school, whether as auction chair for a major event, playing guitar for his daughter's class, or filling in as needed for events throughout the year.

The remarkable part of King's story is that his entry in the brokerage business

was an accident. When a friend in San Francisco asked him to sell his condo in 2005, he sold it thinking the brokerage part of his business life would never be more than a minor sideline. "But people kept calling me to help them buy and sell and other agents wanted to work with me, and 11 years later business continues to grow."

To learn more about Lance King and King Realty group call 415.282.2280, email lance@king-realtygroup.com, or visit <http://www.king-realtygroup.com>