

TOP AGENT MAGAZINE



Heather Paul

It was her own less than ideal experience with a real estate agent that prompted Southern California Top Agent Heather Paul to pursue a career in real estate as a REALTOR®. “I owned several large income tax and accounting practices throughout California in my early 20’s; my husband and I wanted to buy our first investment property and our agent unfortunately wasn’t very helpful, but during the process I just fell in love with real estate” she explains. In fact, Heather ended up doing most of the work on the transaction and decided she wanted to pursue a career in real estate. It wasn’t long before she sold her successful accounting practices and became a licensed REALTOR®. After working for a couple of established brokerages and rising to the top ranks in those offices, Heather decided to strike out on her own and open her own brokerage, Expert 1 Realty. Heather now offers residential and commercial real estate services to the entire West Side of Los Angeles—from Hollywood to the Beaches and everything in between—and also serves investment clients throughout Los Angeles, Ventura, Riverside, Orange, and San Bernardino Counties with short sales and foreclosure investment properties. Heather has extensive foreclosure REO experience as she has listed bank foreclosed properties for nearly every bank in the industry.

Though Heather has no plans to limit herself to a single market segment, she does find a high percentage of her business centered in the luxury home and condo market representing many celebrity and high profile clientele. Other specialties she has is in representing clients that invest in multi-family apartment buildings and flip/rehab clients too. A self-described “numbers person,” it’s no surprise that Heather excels at the negotiation aspect of real estate. “I’m a Certified Negotiation Expert and I am VERY good at what I do!,” she explains. “I love getting my buyers the best price—even in highly competitive situations—and getting my sellers more than they ever thought they could for their properties when I sell them.” “My clients mean everything to me!,” Heather says. “I treat every transaction like it’s my own house I’m selling or looking to buy.” She invests her own money in marketing every listing and uses a variety of media channels to get the properties maximum exposure to

the right potential buyers advertising them both locally and internationally. “I always strive to be the best real estate expert my clients deserve,” she says. Heather also cites her communication skills and availability as qualities that set her apart from other agents. “I want my clients to know I’m there for them whenever they need me,” she explains. “Whether it’s a call, text or email, I’m available any time for any question—even if it’s just to set the client’s mind at ease.” Heather has been recognized with many awards, including recently receiving the International Sterling Society Award—awarded to the top 5% of agents internationally. She was also one of Trulia’s highest ranked real estate agents in California for January, 2015. For Heather, there’s nothing more rewarding than seeing her clients happy. “I love helping people,” she says. “Seeing how excited a buyer is when they find the perfect place to live, or getting a seller top dollar for their property, there’s just no better feeling or satisfaction!”

She also finds it rewarding to give back to the community by supporting the Youth Work program, which provides employment to young people who want to work but can’t find jobs. “They come into our office and learn valuable skills and training; they are so eager to learn, and truly a pleasure to have work for us,” Heather says. “It’s a wonderful program! I tell all other business owners I know about it.” She also regularly donates to several local animal shelters and heavily supports the American Cancer Society, as a previous cancer survivor herself too, she knows how cancer affects so many peoples lives and it is a very dear charity to her heart.

Looking ahead, Heather has major plans to grow her business in a way that embraces the real estate industry’s rapid changes. “Clients are busy and want information right away—instantaneously, I plan to have 15-20 e-brokerage real estate branches so that anytime a client needs an agent, they can go online, email or text and have contact with a real estate expert right away, ready and willing to serve them immediately. I think that’s truly the future of real estate.”

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