

TOP AGENT

MAGAZINE



Heather Paul



Heather Paul's winning formula for success through real estate is founded on the principle that whatever a client needs, Heather Paul & Expert 1 Realty can provide it instantaneously! In the truest sense, Heather Paul's Expert 1 Realty brokerage delivers attentive, customized service for their buyers, sellers and investors of residential and commercial properties throughout LA County and Southern California with outstanding Concierge like services. Expert 1 Realty is a High Tech Real Estate Brokerage and we embrace everything available to us to help our client's sell their properties for the very highest price possible or get the absolute best deal they can when buying. "It's like the Uber of real estate; it's how all real estate should be." What you see is what you get with Heather, her amazing team, and the

excellent agents she employs. Expert 1 Realty is growing very rapidly, especially in West Side communities of Santa Monica, Malibu, Pacific Palisades, Venice, Marina Del Rey, West Los Angeles, Bel Air and Beverly Hills areas.

"We're heavily expanding," says Heather, who entered real estate 12 years ago knowing she could bring exceptional service to buyers and sellers. "We are recruiting heavily to grow our brand. This is the service buyers and sellers have been waiting for and asking for!" she says. "But one thing that sets us apart from older, more established brands is that our agents are there when our clients need us, all the time, every time." Her non-formulaic approach with Expert 1 Realty leads to unmatched client experiences.



“We offer the best to our clients. It’s that simple.” Buyers, sellers and investors, she believes, should receive the same instantaneous service from real estate professionals that they from the top-rated, web-based retail, delivery or service companies. Heather Paul and her team have literally sold hundreds and hundreds of properties with over \$100 million in sold properties, and her clients keep coming back again and again due to such superior service they receive. Heather has a vast clientele including many celebrity clients, foreign clients, sports athletes, investors, developers, traditional home sellers, overseas buyers and more.

Relationships with Heather begin at the first meeting and never end. “My clients know that

closing escrow doesn’t mean we’re finished working,” explains Heather. For instance, one client from a transaction that closed two years ago recently called Heather with a question after not receiving her latest property tax bill. “I said, ‘No problem. I’ll get you a duplicate one and I sent it to her the same day.’ My clients know they can reach me any time. Many of my past clients are now very close and dear friends of mine and I get the opportunity to share in their life as they grow over the years. I truly do love what I do!”

This availability and level of care contributes to a strong repeat and referral base for Heather, whose brokerage now includes many successful agents. She is actively recruiting agents



throughout Los Angeles County and Southern California areas, improving the team's reach in both residential and commercial real estate. Heather explains that Expert 1 Realty provides the same personalized, instantaneous service to the commercial and investor segments of their business as they do for individual residential clients. "I continually educate myself so I can be the BEST for my clients, I hold many professional designations including Certified Negotiation Expert, Certified Probate Agent, Certified Condominium Specialist, and many more. I am highly experienced in REO and Short Sales too. Multi-family property transactions are one of my specialties, I love handling apartment buildings! I handle from small to

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extremely large multi-family buildings. They are such a great investment!"

Among her outstanding offerings, Heather spares no expenses when marketing listings. "A house or a property may sell itself, but it's our job to get everybody there. The more eyes that see it and the more people who come, the more offers we have and the more money we can get sellers." Expert 1 Realty therefore includes professional photography & virtual tours for all listings – and drone photography for many – as well as internet and social media marketing locally, regionally and globally. Some listings include 3D Matterport tours, which create a genuine feel of walking through the property. "This is a very international market. Buyers may never get to see the property, but with the 3D Tours, it literally feels like they are in the property, even from across the globe when viewing it online."



When hiring more agents at Expert 1 Realty, Heather seeks individuals who treat real estate the same way she does. “When I help clients, I take it very personally, as if I myself am buying or selling the property,” she says. “I advocate and negotiate very strongly on all deals and my clients know this.” She and her agents are also committed to continually learning and evolving with real estate. Heather continually adds new specializations and certifications to her skillset, bringing an ever-growing body of knowledge to every transaction.

While aiming to soon become the fastest-growing real estate brokerage in California, Heather still finds time to support causes that matter to her and others. “I donate quite a bit to the

American Cancer Society, as a previous cancer survivor myself,” she says, describing her treatment for thyroid cancer eight years ago. “I had always been athletic and healthy and suddenly my life was turned upside down. I want to help cancer patients and the people who love them through those hard times as cancer affects so many people across the world.” Heather, her husband and their three children are also constantly out and about in the community. “We take part in important causes that arise, helping out however we can.” “You can get everything in life you want if you will just help enough other people get what they want. That is my favorite motto by Zig Ziglar. I try to live my life with this belief every day and aim to help as many people I touch that I can!”

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