

TOP AGENT

MAGAZINE



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Martin Folch began his tenure in real estate working alongside his uncle, a real estate broker. Together, their mission statement was to empower buyers and sellers through service, providing professional guidance that would make their lives easier. At the time, the two called themselves the Folch Team, and now that his uncle has retired, Martin carries on the torch—dedicated to the same mission they first set out on. Today, Martin is proudly bolstered by twelve years of experience, forging a practice grounded by consistency, communication, and deliver long-term success to those he serves.

An area specialist in both Orange and Riverside counties, Martin heads an adept and tightknit team comprised of an assistant, a production coordinator, and a few buyer agents. As a native of South America, Martin is fluent in both Spanish and English. In fact, his team and office is largely multilingual—with Spanish, English and Vietnamese speakers among their ranks. Accordingly, Martin and his team provide clients of varied backgrounds with an expertise particularly attuned to their needs. Martin and his team focus on serving first-time homebuyers and sellers, as well as offering services pertaining to distressed properties, short sells, and REOs.

Martin cites his round the clock accessibility as one of the foremost strengths he brings to the table when working with first-time home buyers. “Communication is key,” he explains, “I always answer my phone or call back immediately. My goal is to make sure I take care of my clients first.” He also makes an effort to craft an educational experience for those he serves, taking the time to ensure clients understand the current market and arming them with information to yield the best result. Likewise, Martin is consistent and gracious in providing information, calming nerves, and answering questions, instilling a sense of security in those he serves. Not only is he available to his clients during all phases of a transaction, but he also makes himself a resource should they ever need

anything in the future, from handyman recommendations to electrician referrals.

As for marketing his listings, Martin takes a methodic approach to getting the word out about properties. Providing professional video and photography services ensure that homes look pristine in online presentations. To generate a buzz in the neighborhood, Martin hosts a pre-showing open house just for locals, and events are always stocked with thoughtful refreshments and packed with interested community members. He’s found this practice to be successful, and often viewers invite their family members and friends to join in on the fun, casting an even wider net to snare potential house hunters. To stay in touch with past clients, Martin and his team regularly check in by phone to see how things are progressing, asking after the house and neighborhood, and making themselves available should any needs arise. In reflecting on one of his favorite aspects of his work, Martin explains, “I like assisting first time homebuyers. Often, the process can seem difficult, but it’s rewarding to helping them see it’s not impossible—finding a good property and letting them know about programs that make the process easier.”

Outside of the office, Martin is Catholic and is deeply involved with charity efforts through his church, attending services every Sunday. While he and his wife work together in real estate and entertain a very busy schedule, on weekends they love to take their children out for dinner, making memories and sharing time together as a family. He also enjoys taking his kids to experience the magic of Disneyland on special occasions.

As for the future of his business, Martin has plans to soon earn his brokerage license. He has been taking courses in anticipation of this goal, and hopes to have his license by next year. Continuing on the well-worn path of tireless work, open-mindedness, and positivity, the future is sure to yield continued success and prosperity for Martin Folch and his team.



To learn more about Martin Folch, visit folchteam.com,
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