

TOP AGENT

MAGAZINE

TAM NGUYEN



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Being in the right place at the right time may have a tiny bit to do with the seemingly instant success of some real estate professionals. But beneath the fact that her first listings were for high-end Los Angeles area developers and investors lies the reality that Tam Nguyen initially spent more than six years working behind the scenes learning real estate. During that time, she not only learned multi-layered nuances of the business, but she witnessed how success stories are made and how she could deliver her artistry and service mindedness to clients.

“I’m from the Bay Area and studied theatre arts and psychology in college,” says Tam, an

independent agent with Rodeo Realty in Beverly Hills, CA. “I started in real estate before moving to L.A. and really enjoyed it.” After coming to Los Angeles, she took a role as an assistant with a real estate team at Hilton & Hyland before joining Rodeo Realty in 2014. “I was the transaction coordinator here for three years and knew I wanted to branch out as an agent.” Shortly after that decision and earning her license, an investor contact requested her help selling one unit in a one-of-a-kind building in Beverly Hills.

“There were multiples investors involved in that building and three units, each represented by a



different agent,” explains Tam. “I definitely had to prove myself. But my unit was the only one that sold and they wound up giving me the other listings.” She ended selling the whole building, despite some naysayers who thought the units were overpriced at around \$3 million. Tam, however, applied design and marketing techniques and found ideal buyers for each unit.

She honed her service skills, demonstrating to everyone involved in those sales that she genuinely cares about people’s needs. “Whenever I put my name on anything I want to show it in the best light.” From preparing and staging a listing with a unique “feel” to photography and

open house events, Tam makes listings inviting. “I work very hands-on with all of this, making sure things are done exactly the way I feel is best.” Through her highly visual approach, Tam adds creativity to fliers, e-blasts and internet pieces, projecting a simple, classy and visually beautiful portrayal of each home, sometimes enhanced by inspiring quotes, and all incorporating her philosophy of “Dream. Believe. SOLD.”

Her investors sense Tam’s personal dedication throughout the process; they know not only that she is an expert, but that she cares and they can trust her. She stays in touch meaningfully with



Dream. Believe. **SOLD!**



her clients, even when they're not involved in transactions. "I remember all their important dates and send emails or call if I come across something I know would interest them and not necessarily do with real estate," she says. "Of course, there are certain marketing procedures everyone has to do, but whatever I do has to come from me personally and authentically. It's organic and genuine."

By approaching real estate as an art, Tam's first year as a REALTOR® brought great success to her clients and herself and led to growth through referrals. She and her investors are discussing working together on some brand-new modern construction in Studio City. And as she

takes on these new endeavors, Tam remembers what her dad always told her, to "Do your best in anything you decide to do and give it your 100%." She therefore puts herself wholeheartedly into all aspect of work and life. In fact, her next adventures include discovering new ways to help the community. "I am an artist and in my free time I love to paint," she says. "I'm exploring ways to bring art to children, maybe by teaching art classes or bringing materials to kids who don't have access to that." For Tam, the greatest reward is delivering happiness to people, either through real estate, her art or simply being herself. Her tagline sums up her approach to making dreams come true: "Dream. Believe. SOLD!"



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