

TOP AGENT

MAGAZINE

LANCE
KING



Top Agent Lance King – Founder of King Realty Group in San Francisco – is a hard-working and multiple award-winning real estate professional who truly cares about his clients. Having founded three companies in the real estate and construction fields, few are better suited to provide clients with expert, professional, and thoughtful advocacy for any buyer or seller. Unlike most of his San Francisco counterparts, Lance and his incredible team of equally dedicated agents also cover all the surrounding areas. This means buyers can look seamlessly wherever they want with a team that prides itself on having helped build a business on a foundation of expertise and integrity.

Lance has been a sales and marketing professional for over thirty years and was officially licensed as an independent broker in 2005, but his foray into the world of Real Estate brokerage was pure happenstance. During buyout negotiations with his then partner in a land development business, a friend asked him to sell his condo.

“I never thought I was going to do this as a living. The idea was to do a few deals here and there until I got back to land development. But that one listing led to other buyers and sellers, and other agents wanting to work with me because of our business model.”



Top Agent Lance King – Founder of King Realty Group in San Francisco is a hardworking and multiple award-winning real estate professional who truly cares about his clients.

Since then Lance has assembled an amazing team of agents who thoroughly share his client-first business ethos, and he has skyrocketed to the top of his profession. Lance has been a top Zillow Premier Agent for some time and one of only 15 out of 17,000+ agents to win the Five Star Professional Award six years in a row. He has also been honored in Top Agent & Forbes Magazines, and King Realty Group has also accumulated over

150 five-star ratings from clients. He and he and his team are equally respected by their peers.

And there are many other factors that have contributed to the exceptional market share for a boutique firm and the stellar reputation of the company. “Buyer or seller, we take very good care of our clients,” says Lance. “The culture of our company is that we give advice based on clients’ needs,



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On the buy side they routinely talk people out of properties because the pricing is bad or there are other problems. His background – he used to own a construction supply company and has done a bunch of his own construction projects – allows him to identify structural issues that could cause problems down the road.

On the sell side many things make King Realty stand out: out of the box thinking, a comprehensive marketing program, professional photography, 3D tours, social media including Facebook live events, and other strategies ensure that each listing is presented in its best light to get maximize exposure. This approach ensures that every property is seen by as many buyers as possible, and fast sales for top dollar are the usual result.



The arrival of COVID in 2020 changed the business of Real Estate dramatically, but also highlighted why working with a boutique firm is so beneficial. “Acting on the assumption that COVID was coming here, we developed a plan of attack for buyers and

sellers that was firmly in place by the time COVID hit, allowing us to be at the forefront of this reality while continuing to be safe.”

When not working, Lance enjoys spending time with his family, skiing, and biking, and



also supports the Save the Children Fund and volunteers at his daughter's school.

Lance's plan for the future of his business is straightforward: continue growing his

already thriving business and add a few more like-minded and dedicated agents.

"I can describe our business model in four words," Lance says. "We've got your back."

For more information about Lance King,
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