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**The Realtor
You Can Trust**

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By: Maj Khan

*P*aulo Leung is committed to providing a perfect real estate experience for his clients. He knows first hand that a real estate transaction is a major transition in a person's life and that journey can often be confusing, overwhelming and emotional. So he invests considerable time and energy to make a positive difference and earn the right to be his clients' agent. It is this level of thought and care that has made Paulo one of the top residential real estate agents in Vancouver.

Paulo is passionate about building strong relationships. He is deeply conscience of the trust his clients place in him and that privilege is something he does not take lightly. Rather, he works hard and willingly to achieve their aspirations. "My philosophy to having a successful client relationship is to treat all my clients with the same degree of service. Whether they choose to buy a small home or they are a large development company they are each equally important to my success."

To provide a rewarding experience from the very beginning and beyond the completion of a transaction is the hallmark of Paulo. In his capable hands clients are assured of quality, care and results. It is this total tailored style of service that has allowed Paulo to not just meet but exceed his clients' expectations. With more than a decade of experience Paulo has established a solid reputation for outstanding service. That service is characterized by an effective marketing strategy, unparalleled attention to detail and a personal touch. Truly professional results exist because Paulo focuses 100% on the client to provide that exceptional level of customized care. Paulo strongly believes success breeds



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even more success and it is why he continues to be excited about what he does and it is that enthusiasm that drives him to offer superior service. He continues to attract new clients but the ultimate testament of his service is that the majority of his business is built on repeat clients and referrals. This multiple award-winning agent immigrated to Canada in 1990. He once served as a policeman in Hong Kong and later became a hairstylist in London, England. With a background like that real estate would seem to be an odd choice but it was a deliberate choice given Paulo's experience in real estate.

"Ever since I brought my first house in Canada, it was a complete disaster." The home Paulo bought was lovely with more than enough room to accommodate his family. However, the location was inconvenient. All of the members had to spend considerable time and money on transportation. "It simply doesn't fit our lifestyle and it was the hardest three years for me and my family because we just started a new life in Vancouver. This made me realize how important it is to have an agent that you can trust to help you to make a right decision when dealing with real estate which is the single largest investment in your life."

It was this experience that gave Paulo the momentum to learn everything he could about real estate. He was determined to save as many families as possible from making the colossal error he made. He knew buying the right home would dictate the right lifestyle.

He acquired his license in 1993 and today his accomplishments are many. He is the recipient for 16 consecutive years of the Gold Master Medallion Club Award of the Vancouver Real Estate Board. That puts him in the Top 5% of all realtors in Greater Vancouver. In 2007, he broke the company record of deals in dollars value and received the Diamond award from Regent Park Realty which was created specifically for his high level of production. "The greatest satisfaction about my job is that I can help many families to find their perfect home, and increase wealth at the same time."

The platform for Paulo's success is Regent Park. He has been with the well recognized company since 1993. "Ever since the first day I walk into the front door of Regent Park Realty and experienced its friendly and welcoming environment, I knew that this is the company I wanted to spend the rest of my career life with. It is also because I believe in loyalty, I think it is one of the key elements that can lead you to success."

Regent Park Realty is a full-service independent, real estate company located in the Arbutus Shopping Center, on the west side of Vancouver. Established in 1989, it is currently one of the largest independent real estate offices on the Westside, with over 100 realtors. The company handles both residential and commercial properties. The Managing Broker, Derek Drew, has 28 years of real estate experience and is available to support all Regent Park realtors and their clients. According to Mr. Drew, "In all my years of experience, training and managing realtors, Paulo is the most capable and professional realtor I have had the privilege to manage."

Paulo works equally well with buyers and sellers. He deals with a wide range of residential properties that include small condos to multi-million dollar homes as well as commercial

properties and residential development land in Richmond, Surrey and Langley cities. The geographical area he services is large. "As a BC Real Estate Licensee I can work anywhere within the Province but Richmond, Downtown, Vancouver West are my specialty."

Paulo believes in a customized approach for each and every one of his clients. He points out there are many factors to consider including price, location, the neighborhood, the builder and so much more. If it is one thing Paulo excels at is his ability to analyze a property and the market and that is why he is capable of delivering exactly what his clients want.

His marketing campaign is aggressive and he utilizes all mediums at his disposal including the radio, print such as newspapers and mail out flyers and of course the Internet. He relies heavily on both the company's website www.regentpark.com as well as his own easy to use and informative website www.pauloleung.com to access considerable traffic.



All these are simply tools in real estate. For Paulo it is how the agent decides to service the client that is crucial. "Listen carefully to the clients to understand their concerns and work with them to find a best fit for them not the agent. It is important to keep in mind this may be the biggest decision of their lives and they are going to have

help ease the burden. Isabella Lee is a young realtor who helps Paulo with the residential business and Peter Lem is a well-experienced commercial realtor. Peter is the top experienced commercial realtor in Regent Park Realty Inc. "As he is the top commercial realtor, and I am the top residential realtor, it makes sense to



to live with it for considerable time once they commit. So having an open mind and listening is key to any transaction."

If it is one thing Paulo tells his clients to encourage them is to be patient. "Life is full of opportunities that are waiting for you to discover, your dream home is just around the corner and all you have to do is open your eyes and keep searching, and eventually, before you know it, you are there."

Paulo acknowledges that had it not been for his wife's understanding and family's support he would not be able to do what he does today. "Being a Realtor is a job that requires long and unlimited hours of work especially during weekends."

That is why Paulo has two teammates to

partner with each other and each of us can focus on our special area and give better service to our clients. "Because of the team formula, time is better managed and results are proficient.

Paulo is looking forward to the future where he can continue to do what he loves best. He is indeed the people's agent that you can TRUST who will deliver the right experience.

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