

“Desiderata.” It’s a famous poem written by Max Ehrmann back in the late 1920’s. Heard of it? Well, I love the poem. It speaks to me and is a prime example of how I’ve chosen to live and execute nearly every aspect of my life.

Sales and negotiation have been steady threads in the fabric of my life. As a result, I’ve worked in a variety of positions—from a Customer Service Manager to a Global IT Executive. With all the competition prevalent in the corporate world, lines from the poem such as *“If you compare yourself with others, you may become vain or bitter; for always there will be greater and lesser persons than yourself”* have truly helped me stay grounded and keep perspective, insuring that I always did right by my employers and those with whom I worked.

“Nurture strength of spirit to shield you in sudden misfortune.” That’s another line in the poem that strikes a chord with me. I keep that one in mind when I think about those I’ve lost along the way or the countless other curveballs life has thrown at me over the years. But the line that resonates with me most these days is this: *“Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time.”* Why? Because it’s the most appropriate for the direction life has taken me.

For you to understand, I need to take you back a bit. See, I met a woman nearly a decade ago—a real estate professional—and she thoroughly impressed me. Not because she got me the “best deal ever” or had “netted \$1 billion in home sales” but because of how she treated me. Her interactions with me were not solely about my real estate transactions; She also listened to what I wanted and needed to happen concerning my buying and selling transaction and then did the miraculous...she followed through without me having to hound her and even anticipated some of my other questions and concerns. She not only closed the transaction without incident but also reaffirmed my belief that caring and customer service make all the difference. I decided right then and there that I wanted to have the same effect on others lives and I knew that she, if only by remembrance, would be my mentor.

Fast-forward to present day and I am a real estate professional. As I work with clients I keep both her and that last Desiderata line foremost in my mind. In fact, they are the foundation for my real estate career. I also make sure I’m building on that foundation by asking myself two crucial questions: (1) From my client’s perspective, have I treated my client with the utmost respect? (2) From my client’s perspective, have I exceeded their expectations? The answers to these questions must always be “yes”.

The reality is, I live and play in the area that I service. I carry out all my daily duties in Anaheim Hills, I attend community events, I walk the neighborhoods daily...so I’m bound to run into my clients or someone they know before, during and after a real estate transaction. My clients are my neighbors and friends, neither of which I would ever want to treat badly. Plus, it’s definitely no secret there’s no shortage of Realtors in the area; Because of that, I’m acutely aware that the professional that I am, the service I provide, and the integrity that I bring to every person I come in contact with—be they a client or not—will almost certainly be the difference between the impression I leave on them and that of agents.

Though I would appreciate the opportunity to help you achieve your real estate goals, I realize it is possible that our paths may never cross. I hope they do but if they don’t, allow me to help you by leaving you with this piece of advice, courtesy of Ehrmann: *“Exercise caution in your business affairs, for the world is full of trickery. But let not this blind you to what virtue there is; many persons strive for high ideals, and everywhere life is full of heroism.”*

By the way, if our paths do cross, know that at the moment we meet, you will have just met someone who prides himself on living up to such high ideals for all that he does for himself...and all that he will do for you.

YOUR SIGNATURE HERE