

TOP AGENT

MAGAZINE



Area Specialist
ERIC LEM



Top Agent Eric Lem's main focus is 1-4 unit investment properties and property management for niche markets in Southern California.

Before becoming a leading REALTOR® for niche markets in Southern California, Eric worked through the market crash of 2008 as a retail lender in the mortgage financial industry. It was there he honed his abilities to help his clients work through some of the most adverse experiences of their lives. After making the move to real estate in 2016, he used his past experiences to find innovative and effective

ways to connect with and help his clients on a new level. This dedication to service is evident by his ever-expanding base of life-long clients and partners.

Eric has always had a passion for real estate and has built up his own collection of investment properties, which gives him a unique insider's view as he advises others on how to build their



portfolios. His main focus is 1-4 unit investment properties and property management, but his range of expertise is vast. On any given day, you might find him explaining the intricacies of the probate process as a probate specialist, fixing an air conditioning unit, or walking clients through their first home warranty.

Eric has a deep love for the Long Beach area and calls it a “hidden gem,” as it provides access to a lot of fantastic resources as well as natural beauty. “Located between LA and Orange County, we’ve got the ocean, the airport, the convention center, and the ports here,” he says. “There’s a Grand Prix, the Long Beach Pride™



While Eric does a lot of business in Long Beach, Huntington Beach, Riverside, LA and Orange Counties, Eric's services are not geographically limited. "Where our clients are located, we sell – from the desert to the mountains," he says.

parade, a buzzy downtown, the arts district and plenty of history." If you're located in the Long Beach area, Eric knows exactly where to take you for fun and which neighborhoods you'll enjoy living in.

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At this point in his career, Eric counts 90% of his clients as coming from referrals, which is not only strengthened by his willingness to go every extra mile, but also by his uncanny ability to relate to his clients on their level to find the perfect match. His own experiences with property ownership shines through as he goes through the buying and selling process with his clients. "We're not here for a quick sale, we want to build that relationship and care about our clients at every step," he says.



In March 2022, Eric experienced a deep personal loss. “My brother passed due to mental illness,” he explained. While many in his place would have found working unbearable after this loss, Eric is using real estate as a way to keep going. “I found out by connecting with people through real estate, it was actually helping me

cope,” he says. “Helping people is what drives me in this business and seeing them genuinely happy plays a big part in my healing.”

As he looks to the future, Eric has plans to grow his business organically while strengthening the reputation of REALTORS® with



high-quality service and care at every level. He's currently supported by a transaction coordinator and a lender, but is planning to scale his team to five or six by the end of this year. "My goal is to keep changing lives by

doing what I love. I never push a sale because I don't have to - I could just focus on my investment properties if I wanted. I'm in this business because I genuinely enjoy helping other people."



For more information about Eric Lem
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