



George was born and raised in California, moving to the Coachella Valley in 1991, and has been a full-time resident since. Upon moving to the Coachella Valley and setting his roots, he took his experience in the restaurant industry and became a Franchisee of three eatery franchises and one ice cream franchise with more than 50 employees. After spending the greater part of his young adult life (25 years) in the restaurant business, George made the decision to follow in his mother's footsteps and transitioned into real estate in 2007.

George took many of the principles that helped him be successful in the restaurant industry and applied them to his real estate business. One of his main principles of focus is to be consumer centric, providing the utmost service to his clients to achieve their real estate goals. While George's real estate career began just prior to the Great Recession, he made it his mission to educate himself on foreclosures and short sales, with an emphasis to help people navigate through those difficult times. George was able to help hundreds of families avoid foreclosure and worked with them and their lenders for a solution, whether it be a loan modification to allow them to retain their home, or a sale which, in many cases, provided money from their lender to help in their relocation. Many of these clients continue to retain George for their ongoing purchase and sales. George has also been instrumental in assisting investors build a portfolio of income properties to create great wealth.

With a long history of being a trusted real estate advisor, George entered the Luxury home market bringing his market knowledge, strategies and attention to detail to the forefront. His personalized marketing plan, coupled with the #1 Global Forever Brand of Berkshire Hathaway HomeServices enables him to have an international reach bringing his clients the best possible outcome.

In 2017, George launched his team, George Lopez & Associates, to give him the ability and flexibility to better serve his clients, accumulating nearly One Hundred Million in sales.

George balances his life with his family, enjoying golf, boating, sporting events and concerts.

George Lopez & Associates is your Forever Real Estate Advisor, and stands ready to assist you in all of your real estate needs.