

# CHERIE LUCAS

*“Your Mobility Specialist”*

Written by Haley Freeman

Cherie Lucas grew up in the cosmopolitan Long Beach community, and she went on to earn her bachelor's degree in psychology from California State University, Long Beach. With a mother of German

estate, where for many years she has assisted people from around the world in making Southern California their home.

As a longtime mobility specialist at First Team Real Estate, Cherie has helped hundreds of professionals and their families find the perfect home in one of the vibrant communities from Orange County to Los Angeles County. Cherie has met and maintained the rigorous training and continuing education requirements necessary to be a certified relocation expert, and the world's leading corporate mobility companies - SIRVA, Aires, Cartus, Weichert and RELO Direct - trust her to move their personnel with seamless efficiency.

Cherie has assisted employees and executives from many prominent companies, including Boeing, Tesoro Refineries, the California Teachers Association and Toyota, to name a few. “In order to work as a relocation specialist, you have to be accredited and keep up on the training,” Cherie explains. “You have to work with the relocation company's affiliated lenders and get the transaction closed in a timely fashion, or the employee will lose their moving benefits. There is a lot of additional paperwork you have to adhere to, and the specified forms are different from a standard real estate transaction. For instance, you have to do a Broker Market Analysis (BMA), and every two weeks you have to report what is happening

with the sale by entering it into the relocation company's portal. There is a lot of responsibility and accountability in this kind of transaction.”

ancestry and a father who descended from the Delaware Lenape Indian Tribe, Cherie enjoyed a multicultural upbringing in this embracing port city. Her global view and love of people inspired her to pursue a career in real

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Being a mobility specialist means that Cherie also assists corporate personnel who are exiting California. With her lifelong ties to the community and many years of experience selling Southern California real estate, Cherie is skilled at marketing homes for sale and helping her clients maximize their return on investment.

On her own time, Cherie is a global adventurer. She has traveled to more than 30 countries, from China, to Belize, to Turkey, and many places in between. “One of the things on my bucket list is to hit 50 countries before I kick the bucket. So far, I think Spain is my favorite destination, but it's hard to choose. I also love the exotic places. My husband and I were married in Phuket, Thailand. We are scuba divers, as well, so we dive whenever we can. I still want to go to Australia and on an African safari. In the coming year we plan to go to Peru and down the Amazon to Ecuador.” Cherie never slows down, whether she is enjoying time with her three grandchildren or playing pickleball, a sport that combines elements of tennis, badminton and table tennis. She has also adopted an orphaned elephant from Nairobi named Milama. Milama is now a year-and-a-half old and is being fed and monitored by humans until she is old enough to be released back into the wild.

With her first-hand understanding of cultures from every compass point, Cherie is quick to connect with people of all heritages. “When I'm working with clients from different countries, I spend a lot of time explaining how purchasing a house and going through escrow works here. There are a lot of cash buyers, but the paperwork is still daunting. I don't have an assistant because I like to be hands-on, and I want to explain everything so my clients fully understand the transaction they are entering into - especially if there is a language barrier.”

Cherie's clients appreciate her conscientious attention to detail and unfailing honesty. “I'll talk somebody out of



purchasing if I think it's a bad investment. My dad was an attorney, and he taught me to be very careful with contracts and disclosures. I've never been in a lawsuit, and I never want to be.”

Cherie's zest for life and passion for her work come through in all she does. Her warmth and enthusiasm add sparkle to her expert real estate representation and inspire her clients to return for future home transactions and refer their friends. “When the transaction is done, I want my clients to feel they've made the right choice in their Realtor® and their home. Seeing their satisfaction is my motivation.”

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