



CHRISTIAN NOIROUX

Christian Noiroux, Broker Associate and Sales Manager at Nationwide Real Estate Executives in Laguna Hills, has enjoyed more than one successful

career. In 1984, he came to the United States and began working in the electronics industry.



His entrepreneurial drive came to the fore when a friend introduced him to the mortgage industry. He held a range of positions from loan officer to sales manager, before he and a partner created their own mortgage company. When the market crash sent a shockwave through the industry, Christian transitioned to real estate, using his banking connections and market savvy to help investors buy, rehab and resell distressed properties.

Nationwide Real Estate Executives is a full-service, boutique brokerage recognized by Inc. Magazine as the number one fastest-growing real estate brokerage in California, and one of the fastest-growing real estate organizations in America for the last two consecutive years. When Christian met the owners, he knew right away it was a place where he could both give and receive value as a professional. “I liked their vision. For example, we have several divisions to cover every possibility, including investors, residential home buyers, property management and commercial. Having good systems and following routines is key to any successful entrepreneur.”

It is also a company committed to a win-win-win virtuous cycle characterized by outstanding service with absolute integrity. This culture comports with Christian’s approach to real estate and his style of management. “I like building relationships with people, and I do everything I can so the end result is happy and satisfying for the client. You’re only as good as the way you solve problems.”

Christian’s background gives him insight into the cultural differences that come into play during a real estate transaction and motivate people’s decisions. “Perspective is reality to people,” he says. “In this business, you have to be aware of the different cultures out there and the fact that people view things differently. You find out what’s important to them by listening. Then you must respect them and accommodate, or the transaction is not going to work.”

As a manager, Christian brings value by helping everyone succeed. In an office that embraces both experienced professionals and those who are new to the business, he encourages the exchange of ideas and knowledge. “We look for people who are starting out and train them so they can bypass the trial and error. The company does a good job training and getting them focused on what really matters as a Realtor®. We have a family atmosphere that is not highly

competitive internally. Everyone helps each other succeed.”

Christian is a producing sales manager who still works with a good number of investors. He also assists residential buyers and sellers, and he is effective at adjusting his approach to create value for whichever client he is representing. “Rather than being in love with the house, the investor mindset is being in love with the numbers. There is a detachment when someone is buying from a financial point of view, versus someone who wants to be in love with the home they will live in. I think more in terms of financial gain or protection in any transaction. I had a client who built a house, and I told him if he built two streets over, he would get more money when he sold it. He built on a street with condos and multi-unit rentals, but two streets over were only single-family residences. I bring that kind of long-term financial thinking to clients.”

As the real estate industry is being transformed by technology, Christian asserts that there will always be a need for knowledgeable professionals who bring value through expert advice and personal service. “I think the industry will be increasingly under pressure by companies that are trying to make the process a commodity. They are trying to make the Realtor® unnecessary. But I think that approach will only take a small portion of the market. We are meeting many of our clients online, because this is how people connect, but I still have to sit down and have coffee with them and go show them homes. We may need to adapt, but you can’t get away from the importance of relationships and being able to see what a home and neighborhood look like eyeball to eyeball.”

Christian is highly effective at bringing value to his clients in terms of cost, service and overall satisfaction with their real estate experience. He takes time to discover what is important to each individual client and then create an outcome that meets their unique goals and expectations.

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