

THE YUE'S GROUP

Welcoming the World

Written by Haley Freeman

The three Realtors® who make up The Yue's Group at Realty One Group in Irvine have something special to offer their clients. These young, savvy professionals share a passion for their work and a love for people that transcends age, economic status or national origin. They have chosen this profession precisely because it allows them to work with people from all walks of life, helping them to achieve a most precious attainment: the American Dream.

Chin Thomas Yue and his wife, Nan Han, come from different regions of China, while their colleague, Doris Chen, is Taiwanese-American, raised in Southern California. All speak Mandarin, as well as their respective regional dialects, and all come from real estate families. Bonded by a zeal for real estate that runs in their blood, they came together with a vision of providing expert guidance not only to Chinese buyers who are immigrating to the U.S., but to anyone who is seeking the perfect place to call home.



Realty One Group provides the right tools and resources to support the group's global real estate practice, with a sweeping internet presence that allows them to market listings and reach interested buyers no matter where they are in the world. Each member of the team is adept at leveraging technology to maximum advantage, thereby increasing efficiency and convenience for their clients.

As young professionals, they bring limitless enthusiasm and energy to their work. These qualities fuel their attention to detail and reliable follow-through. They are up-to-date on industry regulations and business management skills that make even the most complicated transaction a seamless experience for their clients.

The team is patient when helping people navigate the complex process of buying or selling a home, and they are especially sensitive to the many challenges foreign nationals face due to a language barrier or legal and cultural differences in the real estate process. They lead with compassion. Nan explains, "When someone is coming from a foreign country, there are so many uncertainties in their lives. We take the time to find out what is best for them so we can find a beautiful home for them to build their family. It takes time to build trust and to educate them, but by the end of the transaction, we feel like we are friends. We want them to feel that later on, if they need anything as they settle into life here, they can call us."

Doris adds, "Our ability to communicate in various languages and dialects helps a majority of our current clients feel more comfortable and have a more personal experience."

Thomas, Nan and Doris all enjoyed success in other fields before dedicating themselves exclusively to real estate. While they have many things in common, their individual strengths and abilities are an asset to the partnership. Thomas is the team's staunch negotiator, Nan is an expert on contracts and regulations, and Doris is a stickler for procedure and timelines.

As a team, they are solutions-driven, but their differences make for more creative resolutions than any one could achieve on their own. "We all have individual personal experiences and unique points of view that allow us to

come up with different ideas to tackle the same problem," Thomas says.

In addition to the conscientious, professional service they provide to their clients, The Yue's Group also does their part to make the community a better place to live by supporting local volunteer efforts. Thomas and Nan are part of an Asian charity group that provides food and personal items to homeless in Santa Ana. Doris is a single mom, and she and her son participate in numerous activities, including his school's community/charitable events, beach clean ups and various charity walks.

Above all, it is this group's humanity that sets them apart from their competition. Thomas says, "We have a successful record of helping local families and families from different backgrounds. We are local enough to introduce our clients to the community, while our multi-cultural background helps us to understand and be sensitive to cultures from other countries." He adds "We help local and international buyers to buy locally and help local sellers to sell internationally."

"Each culture is something beautiful, and especially for new immigrants, we want them to see the beauty of America," Nan says.

For Doris, who has traveled all over the world, she says real estate gives her a chance to connect with others in a very personal way. "I am able to relate and understand them more than they sometimes know, as I have walked in their shoes at some time in my life."

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