



*Any savvy real estate* professional will tell you that marketing is one of the keys to success. And that's exactly where Cesar Umanzor excels. After obtaining a bachelor's degree in Marketing, Cesar headed to Brazil for several years to work as an outside sales and business development manager for a leading industrial company. During that time, his interest in real estate grew, and he eventually decided to pursue it as a career.

Now a part of Champions Real Estate Group in Houston, Texas, Cesar implements his marketing skills and knowledge by creating unique presentations for each of his clients. "I think it's important to get to know and understand my clients — their needs, their culture, and objectives — so I can create a custom marketing plan to sell their home or find just the right property for them," he says.

Cesar offers a unique approach to his clients' transactions, which begin long before he takes them to see any houses. "I start out by doing a full financial review for every client to get a clear picture of their financial situation. Buying a home is a major investment for anyone, so we need to make sure we start the process correctly from the beginning," Cesar states. "Once we do that, we can move forward. I am their consultant throughout the entire process and I'm always there for them to make sure everything goes according to plan."

Cesar, fluent in three languages — English, Portuguese, and Spanish — is a firm believer in continuing education for both himself and his clients. "You have to always be innovative and willing to learn in this business, so I stay

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up-to-date with the latest real estate news and market trends. Then I can turn around and educate my clients about what to expect so there are no surprises along the way," Cesar says. "Another important part of this job is to earn my clients' trust. I serve others the way I would want to be served, and that means being completely honest and trustworthy."

It's just one of the reasons Cesar enjoys a nearly 90% repeat client and referral base, many of whom are professional athletes, including NFL players relocating to the Houston area or looking for corporate housing while they train during the off season. "Helping others is what I love most about this job. Every client and every transaction is so different from the one before, so I'm always learning something new every day," says Cesar. "That's part of how I continue to grow and learn in this business."

Although he maintains a busy schedule most days, during his time off you'll likely find Cesar in the gym or spending time with his wife and kids. "I really enjoy doing CrossFit, but hanging out with my wife and kids is priceless. They bring out the best in me." Cesar also donates his time and efforts to his church, helping out and getting involved whenever and wherever he can.

As for his future in real estate, Cesar looks forward to reaching new heights by obtaining his broker's license and continuing on the path to growing his business. "My goal is to be one of the top-producing agents in Houston," he says. If the glowing reviews he receives regularly from clients are any indication of what lies ahead, he can certainly look forward to many more years of well-deserved success.

Cesar Umanzor

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