



Home buyers and investors throughout the Twin Cities who choose to work with Nishul Patel, REALTOR® with Bridge Realty, have a clear advantage. “I come from the investment perspective,” he says. Indeed, beginning in 2010, under the mentorship of his uncle, Hitesh Patel, Nishul learned the ins-and-outs of purchasing

ing foreclosures, remodeling them and converting them into revenue-generating rental properties.

“Together my uncle and I found a niche segment of the market as the economy began to recover. I managed many of these properties, and learned the intricacies of investing from the ground up,” Nishul says. The two also identified an underserved segment of the market, and began laying the groundwork for future development of single family homes — which at less than \$250,000 are particularly attractive to first-time home buyers.

Nishul’s focus on real estate as an investment is the reason he is not interested in selling a home to an investor, an individual, or a family merely for the sake of adding another sale to his credit. “If I’m going to sell a home to someone, I want to be sure that they are going to be able to sell it 5-10 years down the road. I think a lot of people in real estate will sell a home just to get a commission,” he says.

Nishul does not subscribe to that business philosophy. On the contrary, he refuses to sugarcoat a property’s shortcomings should he see them. “For me selling a home is not a money-driven decision. It is a market-driven decision. I often tell my clients ‘I am not here to sell you a dream home, I will find you a home, tell you the honest truth about it and then give you advice on how to make it your dream home within a budget.’ I don’t feel that a home buyer, should be fooled into buying a home that looks fancy, if it is at a price point that is not fair to them or the market. I would rather

find them a home that has potential and future equity, and give them the tools to make that home their own. That way, in the future they can move on to an even better home.”

One reason Nishul chooses to conduct business this way can be traced to advice he got early on in his career. “I was told not to sell myself for money. So, I will not dilute my name, reputation or skill set just to sell a home,” he says.

It’s no surprise that although Nishul spent the early years of his career working with investors exclusively, those investors soon began referring him to traditional buyers looking for single-family homes to call their own. “I certainly will not refuse a referral,” Nishul says. Instead he says, he treats home buyers much as he does investors, by ensuring that he is consistently overdelivering, rather than overpromising on the service he provides. This dedication to honesty, integrity and premier service has led him to count a full 30-40% of his business from referrals from past clients.

Another reason that Nishul insists upon being so honest with clients, is because he’s planning a long, diverse career in real estate. Though he’s already a savvy investor, has a property management company, and even a commercial cleaning business, he still has big plans. In the immediate future, he intends to get his contractor’s license. “There is a need for high quality, well-built homes under \$250,000, particularly for first-time home buyers. I’m looking forward to building those homes,” he says. In the long term, Nishul dreams of becoming a developer of high end homes, a goal the fearless entrepreneur is sure to achieve.

Quite frankly, there is no limit as to what Nishul may accomplish in the future through real estate, and he’s looking forward to it all. “I’m excited about all of the different things I can do with real estate. I can work in development, as an investor, and as an agent helping investors, individuals and families. I love being able to dictate my own duties, without a set criteria of what I have to do. It is really wonderful.”

Nishul Patel

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