

featuredagent

magazine



LANCE KING
KING REALTY GROUP

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King Realty Group is not just another brokerage. They do many things differently, and they're proud of those differences.

As award-winning Founder Lance King explains, "While many others pay lip service to a team approach and client interests first, we live it every day and it's a huge benefit to everyone we represent."

King Realty Group has been a fixture in the Bay area since 2006. One key to their longevity is a strong reputation for professionalism, transparency, and expertise with both clients and other agents. Those agents have come to know that King Realty Group only brings buyers who are fully informed about potential flaws, and are fully committed to the purchase.

This philosophy not only leads to an unparalleled history of transactions closing without drama, but a staggering percentage of their offers getting accepted because King Realty Group's clients consistently go to the front of the line.

And the team adds value well beyond the normal agent skill set. With multiple members having construction experience, and Lance being a former owner of a nationwide construction supply company and veteran of running multiple remodeling projects, they have the knowledge to help buyers assess potential costs for repairs and upgrades, in addition to avoiding problems.

Their company culture is also unique. "Although we're not related, we operate very much like a family. We're

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very transparent with each other, we're honest with each other, and everyone checks their ego at the door. We do the same with other agents, which is why they like dealing with us so much."

Lance is also passionate about the way to do business, and anyone who wants to join must fit in with the team and do real estate the right way. The fortunate ones who are chosen receive extensive training, coaching, and mentoring, which usually leads to faster success. A big part of that training is an educational approach to the business rather than just trying to make deals. This has led to a client loyalty percentage that is off the charts, with one client who never ended up buying being responsible for hundreds of thousands of dollars in commission from referrals. "I really enjoy empowering people to do great

things with their life, both personally and professionally," says Lance.

Like many companies, King Realty Group has had to adapt over the past few years, and one point of honor has been their ability to change with the times. Just like they shifted their approach during the sub-prime meltdown many years ago, they have kept themselves relevant over the years by adding cutting edge technologies to their arsenal, many of which even the biggest companies have not accomplished.

Because of King Realty Group's tight-knit culture and ability to think out of the box, during the pandemic they were quickly able to pivot and had their best two years ever. For example, where many agents complained about

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the inability to hold open houses, King Realty Group recognized the opportunity that came with buyers not being able to see places on their own, acquiring substantially more clients than ever before. This out of the box thinking is a powerful tool for sellers as well, because they do many things routinely that other agents never consider. This has led to great success regardless of market conditions, because they know how to attract buyers and also how to choose the right buyer when offers come.

One of the most impressive things about King Realty Group is the scope of their presence despite their size. Lance has made a point of growing KRG’s digital presence

before that was even a thing, through client reviews, online posts, and answering thousands of buyer and seller questions online over the years. The end result is that other agents know them well, and buyers and sellers frequently find them organically.

When he’s not busy being a Broker, Lance enjoys volunteering at his daughter’s school, exercising, riding, playing tennis, and making music. He and his family also love to travel, with these experiences heightened by the family’s combined fluency in Spanish and French. Their next trip is to Portugal, and Lance and his daughter are having a lot of fun learning Portuguese together.

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