



Elliot Engel may still be relatively fresh on the real estate scene, but he's no stranger to dealing with people and knows the city well. After graduating from the University of Madison, Elliot moved to San Francisco and began working in hospitality and fine dining. Due to his natural way with people and dedication to making dining an experience, within short order he was working at one of the finest Michelin Starred restaurants in the city. Despite that success, he

found himself wanting more.

"I loved working at high-end restaurants, but I reached the top of what I could do there aside from opening my own restaurant. That was never my dream — getting into real estate was," Elliot says. Just as he was considering whether to pursue that dream, a serendipitous meeting with Broker Lance King brought his life in a new direction. "He explained to me the values of King Realty Group, which sounded a lot different from what I had heard about real estate."

King liked what he saw in Elliot and invited him to attend weekly meetings. Seeing his potential, it wasn't long before Elliot was asked to join the team. One of the things King Realty Group does differently is go all in on their team members, so by the time Elliot received his license, he had already been training for months.

"That's one of the really special things about King Realty Group. The training starts right away, whether you already have your license or not," Elliot explains. Their approach to training isn't all that sets King Realty Group apart. "We work on everything together. There's a lead agent, but we almost always work in pairs so clients always have someone in the know to call."

The team also believes in total transparency. "We do not hesitate to tell you something that might change your mind. It's really important to us that you see what's potentially wrong with something before you can say you love it, or let you know it might not be the best time to sell."

Elliot's background in hospitality makes him a better and more compassionate agent. He knows the importance of seeing every interaction from the client's perspective and prioritizing their satisfaction. "It's been a really seamless transition because I'm used to dealing with people who have high expectations," he says. "Things go wrong with a meal and you likely have an angry person staring you right in the face. That experience has been really important."

Elliot comes from a family of educators, and has long volunteered in after-school tutoring programs himself. This teaching background has also made him stand out as an agent. "A big part of real estate is educating your clients so they make good decisions. And the process of guiding them, holding their hand, and showing them that it's not as confusing as it seems up front has been really rewarding," he says. "And I love seeing the excitement and joy that my clients have when they close their sale or move into their new home."

Lance and the team have helped Elliot learn the importance of patience and consistency. "In this industry you can't be driven by immediate results. I've been taught to take the long-term approach, which is taking care of your clients and knowing if you do that well, the money will come," Elliot shares. "That's not only the right thing to do, but it's paid off in spades. I really feel like I'm on the right path, and I love what I do."

Outside of work, Elliot loves spending time in nature, traveling, and appreciating the diverse food and music scene of the area.

ELLIOT ENGEL

608.712.6933 | elliott@king-realtygroup.com

king-realtygroup.com