

a | r | e

ASIAN | REAL | ESTATE

The official publication of the Asian Real Estate Association of America



Young and Successful



The 2010 AREA "A" LIST features the future faces of Asian American Real Estate



FALL 2010

Inside: Meet Kenneth Li, 2011 Chair [The Top 10 Social Blunders with Asian Clients](#) How to Market to Different Generations [Staging Tips](#) and more...

THE
2010
AREA



LIST

A | R | E MAGAZINE IS PROUD TO PRESENT THE INAUGURAL AREA "A" LIST, A COLLECTION OF UP-AND-COMING REAL ESTATE AGENTS AND BROKERS THAT REPRESENT THE FUTURE OF REAL ESTATE IN THE ASIAN AMERICAN COMMUNITY.

To qualify for the "A" List, each individual was nominated by a national AREA leader and completed an interview process with the selection committee. Final candidates were chosen based on three principal criteria: sales volume, contribution to AREA and its mission, and involvement in the community. Honorees will be recognized at the AREA National Conference in Las Vegas, Nevada on October 11, 2010.

PHI NGUYEN



AGE: 29
 REALTOR / BRANCH OWNER
 LEBON REAL ESTATE, INC.
 MODESTO,
 CALIFORNIA

PRODUCTION:
 2010: 44 UNITS,
 \$6.9 MILLION
 2009: 108 UNITS,
 \$16.6 MILLION

HIGHLIGHTS:

Phi Nguyen is a full-time real estate professional in Modesto, California. Nguyen has been involved in sales since graduating from the University of San Francisco with a Bachelor of Science in Economics and Business Administration in 2003. Over the last few years, Nguyen has focused on the disposition of bank-owned properties and distressed assets. Living in the heart of one of the most impacted areas of the foreclosure crisis (Stanislaus and San Joaquin County), Nguyen is given daily reminders of the importance of facilitating the sales of distressed properties. In addition to distressed assets, Nguyen's team of professionals targets those buyers in the region who, for the first time, can now afford to purchase.

SOMETHING YOU MAY NOT KNOW:

Nguyen was born on a boat traveling to the Philippines from Vietnam. Although surrounded by water at birth, Nguyen did not learn to swim until high school. Originally a science major in college with plans on becoming a pharmacist, Nguyen chose real estate as he did not like needles and the act of cutting.

CHRISTINE KIM



AGE: 34
 BROKER/OWNER
 BRIDGEPOINTE GROUP
 SAN JOSE,
 CALIFORNIA

PRODUCTION:
 2010: 13 UNITS,
 \$7.2 MILLION
 2009: 22 UNITS,
 \$13.3 MILLION

HIGHLIGHTS:

Christine Kim is the Founder and Principal Broker of Bridgepointe Group, a full-service real estate firm located in the Silicon Valley of California.

Kim has perennially placed in the Top 5% of Realtors in Santa Clara County since 2004. Prior to launching her own boutique real estate firm early this year, Kim earned several prestigious top producer awards at brokerages such as Alain Pinel Realtors and Intero Real Estate Services. In June of 2005, Kim was featured in REALTOR Magazine's "30 Under 30" cover feature as one of 30 Realtors in the nation under the age of 30 who demonstrate business success, professional leadership, community leadership, and geographic and ethnic diversity.

Kim has served as President of the Korean American Professional Society (KAPS) from 2005-2007 and served various leadership positions there since 2004. She also volunteers her time at AACI (Asian Americans for Community Involvement)

the largest community-based organization serving the Asian American community in Santa Clara County.

As the Founding Chapter President for AREA Silicon Valley, Kim strongly believes that Asian Americans have a unique opportunity to thrive in today's real estate market and believes in promoting sustainable homeownership through education and active participation in the local community. She encourages both real estate consumers and industry practitioners to get involved in the association to create a strong united voice.

SOMETHING YOU MAY NOT KNOW:

Kim is a classically trained, award-winning pianist. During her high school years she received 1st Place in the Oregon Statewide Young Artist competition and went on to perform Beethoven's Piano Concerto No.2 in B Flat Major with the Rogue Valley Symphony at the Ashland Music Festival in 1992.



DIANA BUONINCONTRO

HIGHLIGHTS:

With 10-years of corporate sales experience, Buonincontro was a natural when it came to real estate success. After earning the prestigious "Platinum Level" of sales for RE/MAX from 2005 through 2009, this University of Iowa graduate started her own brokerage with her husband in 2009 and has not looked back. Having helped develop an International Sales Division for her former employers, Buonincontro is a pioneer in the multi-cultural business space and currently serves as Vice-President of the Arizona chapter of AREAA. Although highly successfully in the business field, she is adamant that her greatest success in life has been the birth of her son.



AGE: 38
BROKER/OWNER
ELITE REAL ESTATE
PHOENIX, ARIZONA

PRODUCTION:
2010: 160 UNITS,
\$20.3 MILLION
2009: 86 UNITS,
\$13.5 MILLION

SOMETHING YOU MAY NOT KNOW:

Buonincontro may not be with us today if not for the heroic actions of her grandmother. Towards the end of the Korean War, Buonincontro's grandmother, at the age of 20, left her village with her daughters in tow to escape North Korea during the war. She would never see her family again. After weeks of walking and seeing many in her group shot, her grandmother was one of the few who made it through to start a new life.

"Life has a bigger purpose," said Buonincontro. "We are all presented with different opportunities. Make sure you have the right mindset."

DAVID TRAN

HIGHLIGHTS:

David Tran is the Broker/Owner of Century 21 Landmark Network in Sacramento, CA. His office is recognized as one of the top Century 21 offices in the nation. Tran's office, and its roster of 50 agents, has won numerous awards for sales productivity as well as for civic responsibility and contribution.

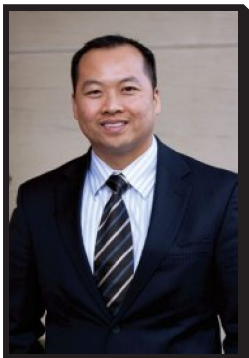
In addition to managing an award-winning brokerage, Tran has established himself as one of the top REO brokers in the region. Representing numerous banks and asset management firms, he currently ranks as one of the top-five REO brokers in Sacramento County. The #1 REO broker for Century 21 in the Sierra Nevada region, Tran ranks as the #8 broker nationwide in the Century 21 system.

Tran is one of the Founding Directors of the AREAA - Greater Sacramento Chapter. He is passionately devoted to

the Association's mission to educate not only consumers, but also fellow real estate industry colleagues in an effort to increase the overall level of homeownership among all minority communities.

SOMETHING YOU MAY NOT KNOW:

David Tran was among the thousands of people that hastily left Vietnam after the country was taken over by the communist party. He was part of the mass exodus group known as the "Boat People". At the young age of five, Tran and his family fled Vietnam to the neighboring country of Thailand. Tran is a firm proponent and a great example of the "American Dream". One of the most positive people you will meet, Tran is always encouraging his agents and staff to capitalize on the opportunities that are laid before them. Following in the family footsteps, Tom and Eric, Tran's youngest two brothers, are also successful real estate professionals on his team.



AGE: 35
BROKER/OWNER
CENTURY 21
LANDMARK NETWORK
SACRAMENTO,
CALIFORNIA

PRODUCTION:
2010: 135 UNITS,
\$19.1 MILLION
2009: 134 UNITS,
\$20.3 MILLION

KAYIN HO

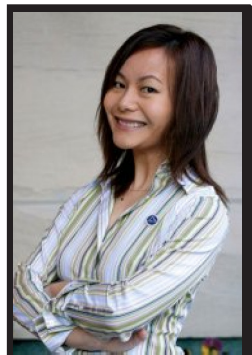
HIGHLIGHTS:

Kayin Ho is one of the top-producing Realtors in the Fresno, California area. She has over eight years of experience selling real estate. Ho is thoroughly experienced in all aspects of real estate, including conventional sales, REO transactions, and short sale properties. She particularly enjoys short sales as they provide her with an opportunity to help save families and their credit. Active in the community, Ho volunteers as an Emergency Response Team member. She also serves as a board member for the Multicultural Committee of the Fresno MLS.

Ho is the founding President of the AREAA Central Valley California chapter. Her leadership, integrity and community networking were instrumental in the formation and early success of the chapter. Ho whole-heartedly believes that the Asian community is not being adequately represented and strives to bring its representation to a higher level.

SOMETHING YOU MAY NOT KNOW:

Kayin Ho is a first generation immigrant from Hong Kong. The middle sister of three, she was single-handedly raised by her mother. Ho holds a Fine Arts Degree from San Jose State University. Although her passion is real estate, Ho loves to spend her spare time drawing and painting.



AGE: 31
BROKER ASSOCIATE
RE/MAX GOLD
FRESNO, CALIFORNIA

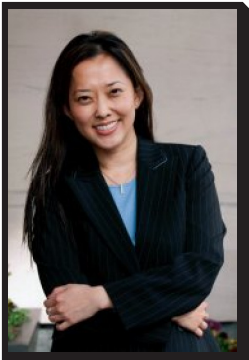
PRODUCTION:
2010: 50 UNITS,
\$5.5 MILLION
2009: 54 UNITS,
\$9.7 MILLION

PENNY LIU

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HIGHLIGHTS:

As a partner in RE/MAX 2000 Realty, Liu manages over 200 agents in Los Angeles County. Her brokerage is one of the largest multicultural firms with a current market share of 4.5%. A third generation real estate practitioner, Liu is one of the top International Brokers in the region having sold over \$15 million in cities like Shanghai, Beijing, Nanjing, and Kunshan. Liu, who is fluent in Mandarin Chinese, travels 4-6 times a year to China with her group of investors and buyers. Named a top-30 under 30 by REALTOR® Magazine, Liu earned a Masters Degree in Real Estate Studies from Cornell, and a Bachelors Degree from UCLA. Having learned under the tutelage and guidance from her famous mother, Nancy Liu (a top-25 RE/MAX agent Worldwide), the younger Liu is poised to lead the next generation of Asian real estate professionals. Liu currently serves as the Education Committee Chair for AREAA Greater Los Angeles and sits on the Advisory Board for Cornell University and its Real Estate studies program.

AGE: 32
BROKER ASSOCIATE
RE/MAX 2000 REALTY
ROWLAND HEIGHTS,
CALIFORNIA

PRODUCTION:
2010: 18 UNITS,
\$11.1 MILLION
2009: 35 UNITS,
\$29.0 MILLION

SOMETHING YOU MAY NOT KNOW:

From 2005 - 2008, Liu and her family worked very closely with Dave Liniger, founder of RE/MAX, on the expansion of the RE/MAX brand into the Chinese marketplace. Liu was on the verge of signing a Master Franchise Agreement for the entire country of China in early 2008, but declined due to market conditions. Liu was also featured in a 2006 article by Forbes highlighting the new generation of Realtors.

DAN SHANYFELT

HIGHLIGHTS:

Dan T. Shanyfelt is the Broker/CEO of three leading real estate firms with offices throughout Central California and Las Vegas. Shanyfelt manages close to 100 agents, associates and staff. His flagship office in Bakersfield ranks as one of the largest independent and minority-owned firms in Central California. As an agent, Shanyfelt's personal production has placed him in the top-3 agents (out of 1500) in his region for 2009 and 2010. A former New Vista Network Broker of the Year, Shanyfelt is a regular presenter and featured speaker on REO and real estate systems management and metric performance. A graduate with honors with a Bachelor of Science in Business, Shanyfelt is currently finishing his MBA and has aspirations of law school. An eight-year real estate veteran, Shanyfelt attributes his success to his dedicated and passionate team of professionals.

An avid supporter of multi-cultural real estate professionals, Shanyfelt was the founding President of the Bakersfield Chapter of NAHREP. Shanyfelt currently serves on the NAHREP/AREAA Marketing Conference Committee. This ambassador of AREAA also chairs the national Technology Committee and serves as a contributing editor for *a|r|e Magazine*.

SOMETHING YOU MAY NOT KNOW:

Prior to real estate, Shanyfelt worked as a business and marketing manager in professional and collegiate sports. A former award-winning sportswriter and published author, Shanyfelt has worked for the San Francisco Giants and San Diego Padres Baseball Clubs while performing statistical work for the NCAA Basketball Tournament. Shanyfelt resides in Bakersfield, CA with his beautiful wife, Cece, and his two children, Zachary and Lillian.



AGE: 34
BROKER/CEO
NEW VISTA REALTY,
LAS VEGAS, NEVADA
NEW VISTA REALTY,
FRESNO, CALIFORNIA
MIRAMAR INTERNATIONAL,
BAKERSFIELD, CALIFORNIA

PRODUCTION:
2010: 253 UNITS,
\$30.4 MILLION
2009: 217 UNITS,
\$27.1 MILLION

MARK CHU



HIGHLIGHTS:

Mark Chu is the Founder and Principal Broker of Big Realty. He has earned his Masters Club designation every year since he started his real estate career in 2007. Chu's goal is to restore confidence in the American Dream, particularly for minority and immigrant families. Chu serves as the Technology Committee Chair for the Greater Sacramento Chapter of AREAA and also serves as a committee member of the AREAA National Technology Committee. Chu has a tremendous knowledge of the marketing and media fields and this knowledge has not only helped AREAA, but has helped to make his brokerage a market leader.

SOMETHING YOU MAY NOT KNOW:

Chu's personality is an INTJ in the Myers Briggs personality assessment. INTJ focus their energy on observing the world, and generating ideas and possibilities. Chu's favorite quote is: "Those of us who are prepared for opportunities are called Lucky."

AGE: 32
BROKER/OWNER
BIG REALTY
SACRAMENTO/FRESNO,
CALIFORNIA

PRODUCTION:
2010: 21 UNITS,
\$4.0 MILLION
2009: 31 UNITS,
\$7.1 MILLION

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ROB MEHTA

HIGHLIGHTS:

Rob Mehta is an Associate Broker for RE/MAX Results in Minneapolis, Minnesota, one of the largest RE/MAX organizations in the country. Prior to RE/MAX Results, Mehta was the Broker/Owner of RE/MAX Real Estate Group from 2000 - 2007. Experienced in real estate sales abroad as well as locally, in 2006 Mehta led the launching of the International Properties Division created to assist clientele interested in purchasing properties overseas. The group currently markets projects in Costa Rica and Thailand, and has offices and staff in those respective countries to provide service and support to its clients and developers. Committed to education and knowledge, this 13-year real estate veteran regularly completes over 45 average class hours a year in real estate - three times the required annual coursework.

A Certified International Property Specialist (CIPS), Mehta is a continuing education instructor for the National Association of REALTORS (NAR) as well as for the Minnesota Association of REALTORS and the Minneapolis Area Association of REALTORS. Mehta is the current Immediate Past President of the Minnesota Association of Realtors and serves on the Government Affairs and Executive Committees. At 28 years of age, he was the youngest executive officer of any state REALTOR association. A graduate of the REALTOR Leadership Academy, Mehta also serves on the CIPS Advisory and Risk Committees for NAR where he is Vice President of the Technology Group. He has previously served as the Treasurer on the Executive Board of AREAA.

SOMETHING YOU MAY NOT KNOW:

With the opening of his first RE/MAX office at the tender age of 22, Mehta became the youngest Broker/Owner ever in the RE/MAX system. He has been a licensed private pilot for 18 years and will be in the air every chance he gets. Mehta is a native of the Twin Cities and has resided there his entire life. Both of Mehta's parents emigrated from Bombay before settling in Minnesota. If he is not flying, you can find Mehta riding his motorcycle or playing with this daughter Robyn.



AGE: 33
BROKER ASSOCIATE
RE/MAX RESULTS
MINNEAPOLIS,
MINNESOTA

PRODUCTION:
2010: 17 UNITS,
\$4.3 MILLION
2009: 26 UNITS,
\$9.8 MILLION

CARON LING

HIGHLIGHTS:

Caron Ling is a Realtor at Coldwell Banker Pacific Properties, and has been practicing real estate in Honolulu, Hawaii for over six years. In 2009, she won Honolulu's Board of Realtors prestigious Aloha Aina Realtor Award - for Realtors who have demonstrated exceptional service and follow-up with their clients. Ling achieved Coldwell Banker's International Diamond Society status during her first full year at Coldwell Banker.



AGE: 31
REALTOR / BROKER
ASSOCIATE
COLDWELL BANKER
PACIFIC PROPERTIES
HONOLULU, HAWAII

PRODUCTION:
2010: 22 UNITS,
\$5.5 MILLION
2009: 17 UNITS,
\$7.5 MILLION

Ling is deeply involved in the real estate industry as well as her community. She currently serves as the youngest board member for Catholic Charities Hawaii, co-founder and co-chair for Hawaii's Young Professionals Network, and the Hawaii League of Young Real Estate Professionals. Ling was also an instrumental founder and one of the original members of theEDGE, AREAA Young Professionals. The Hawaii Association of Realtors has selected her to enroll in their 2010 Leadership Academy. Ling volunteers regularly for committees and groups for the Hawaii Association of Realtors as well as the Honolulu Board of Realtors and Certified Residential Specialists (CRS).

As one of the founding committee members for theEDGE, Ling believes that in order to build a better future for the organization, we need to enhance what AREAA already has in place. By merging the two worlds of old and new, we will be able to achieve our common vision. Ling believes that working together in the Asian community, even in Hawaii, can only give us a better understanding of the world and how we can make it a better place.

SOMETHING YOU MAY NOT KNOW:

Ling's great grandfather came to Hawaii from China as a contract worker for a sugar plantation and sailed during the time when Queen Liliuokalani was being dethroned. His boat was shipwrecked on the ride over and he did not know how to swim. Luckily, a boat from Japan picked up Ling and his family, took them to Japan, and from there, they sailed to Hawaii where they took up residence. Ling's grandfather was not happy working for the sugar plantation and was able to lease 10 acres of farmland to work for himself. All of Ling's grandmother's family worked the farm, and she remembers one of her great uncles telling a story about how they would have to sneak to eat a mango because their family was so poor that they had to sell everything they farmed. Ling's family may not have had the easiest journey and start in Hawaii, however, she wouldn't have it any other way as she believes everything happens for a reason.

ALEX H. WANG



AGE: 32
 BROKER / OWNER
 RAINMAKER PROPERTIES
 PALO ALTO,
 CALIFORNIA
 PRODUCTION:
 2010: 27 UNITS,
 \$17.6 MILLION
 2009: 54 UNITS,
 \$29.8 MILLION

HIGHLIGHTS:

Alex Wang is the founder and principal broker of Palo Alto-based Rainmaker Properties, one of Silicon Valley's leading independent residential real estate brokerages. Founded in 2007, Rainmaker Properties quickly rose to prominence as a client-focused and referral-based residential brokerage. In 2009, Rainmaker Properties was ranked one of the "Top 24 Residential Real Estate Firms" in Silicon Valley by the Silicon Valley Business Journal. An avid supporter of local non-profits and charities, Rainmaker Properties has donated over \$30,000 to various causes since 2009.

Among his real estate accomplishments, Wang was featured in the 2006 edition of REALTOR® Magazine's "30 Under 30" cover story as one of the top 30 rising young Realtors in the nation. He has also been featured in various national and local news media outlets, including Silicon Valley Business Journal, California Real Estate, Business Week, Forbes, Palo Alto Weekly, and KRON Channel 4 News. Wang keeps a strong Internet

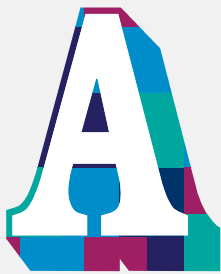
presence through the use of popular social media Websites and as the author of a Silicon Valley real estate blog, which was selected in 2010 by Zillow.com for the "People's Choice Best Real Estate Blog Award."

Wang is one of the founding members and currently serves as Vice President for the AREAA Silicon Valley chapter. As a second-generation Chinese-American who lived in Taiwan as a youth and is able to speak fluent Mandarin Chinese, he has been able to combine his professional and personal background to better serve and understand the real estate goals of the local Chinese community. He currently lives with his wife, Lily, and their daughter in Sunnyvale, California.

SOMETHING YOU MAY NOT KNOW:

One of Wang's hobbies and passions is acting and improvisation, which has landed him small gigs as a movie extra and in commercials for Cisco, Acura, and Franklin Templeton Investments. Fortunately, he is not planning on moving to Hollywood.

THE 2010 AREAA



LIST

Applications for the 2011 AREAA "A" List will be accepted at the Multicultural Real Estate and Policy Conference in Washington, D.C. in March 2011.

Check www.areasa.org for event details.

We all know real estate agents can't do it alone; our next list will feature top loan officers, escrow officers and title representatives.

To be considered for an upcoming feature, or for more information, write to a-r-e@areasa.org.

MAX KIM



AGE: 36
 BROKER/CEO
 METROPOINTE GROUP
 NEWPORT BEACH,
 CALIFORNIA
 PRODUCTION:
 2010: 42 UNITS,
 \$10.1 MILLION
 2009: 126 UNITS,
 \$17.5 MILLION

HIGHLIGHTS:

Max Kim is CEO and principal shareholder of MetroPointe Group, Inc., a conglomerate of commercial, residential and investment real estate divisions along with residential lending. After graduating from the University of California, Irvine with a Bachelor of Science, Kim joined Northwestern Mutual as a Senior Financial Advisor. Four years later, Kim transitioned into the real estate industry by co-founding Silverstone Holdings, LLC, a real estate investment company specializing in multi-family investments in growing real estate markets. While serving as President, Kim led the creation and implementation of all sales and marketing strategies.

In 2004, Kim founded Metro Pointe Premier Realty Inc., an independent brokerage, where he managed more than 220 residential and commercial sales agents, leasing agents, and a property management team. With a strong knowledge of both cash and accrual accounting systems, Kim was able to create and manage multi-fund budgets ranging from \$5 million to \$20 million. Kim has participated in raising over \$10 million in venture capital to finance various start-ups and real estate joint ventures.

In 2010, Kim led an AREAA committee dedicated to streamlining the local chapter development process. His committee has successfully created a 24-month roadmap and chapter launch guideline that will foster and facilitate the chapter growth within AREAA for the next generation. Kim has 25 local chapters in various stages of development since taking over as committee chair. Prior to his service on the national level, Max served as a director on the board of the Orange County chapter of AREAA.

SOMETHING YOU MAY NOT KNOW:

A former Jazz and Ballet dancer and a Southern California native, Kim currently resides in Corona, California with his wife Cindy and their two sons.

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