

# 成功 सफलता

Asian Real Estate Weekly

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Success

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Thành công

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가장 오래 되었지만 가장 혁신적인 시애틀 부동산 기업 "John L. Scott"

John L. Scott, the Oldest but Most Innovative Seattle Real Estate Company



约翰斯科特是最古老但最具创新性的西雅图房地产公司

जॉन एलास्कॉट, सबसे पुरानी लेकिन सबसे अभिनव सफ्टिले अचल संपत्ति कंपनी

John L. Scott, công ty bất động sản lâu đời nhất nhưng sáng tạo nhất ở Seattle

〈관련기사 A11면〉



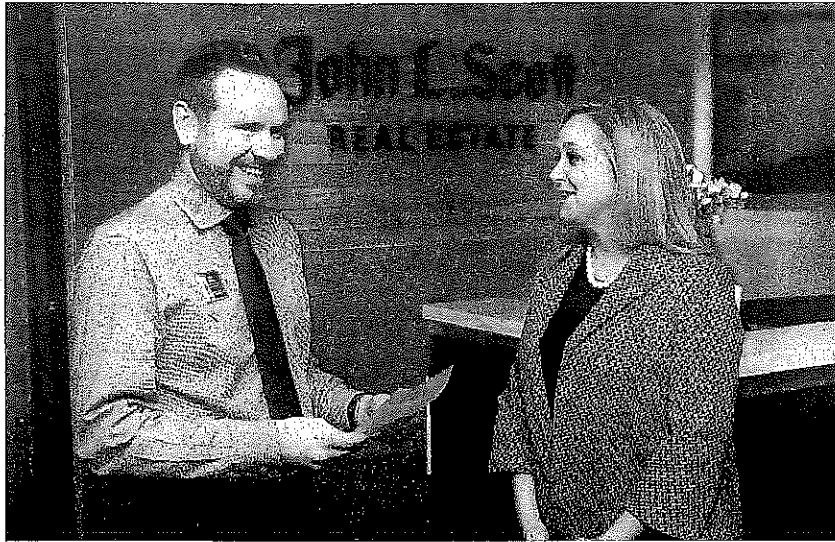
# John L. Scott, the Oldest but Most Innovative Seattle Real Estate Company

Bellevue branch has 1438 transactions with a volume of \$ 1.1 billion

Technological innovation and training are the company's success strategy

"John L. Scott is a real estate company based in Seattle about 87 years ago. There are 3300 real estate brokers working at 108 branches in Washington, Oregon, Idaho, and parts of California. It is an old company, but it is leading innovation. It is the first in the real estate industry to introduce real estate listings through its homepage, and it is also the first company to contact brokers via email."

Eric Shull, the head of the John L. Scott Bellevue branch to introduce the company, was very proud of the company. He is the office leader of the Bellevue branch, along with Julia Nordby, who oversees the manage-



Eric Shull (left) and Julia Nordby, office leader of the John L. Scott Bellevue branch, are co-managers of the Bellevue branch, who oversee the management, education and branch operations of their brokers

ment, training and branch operations of their brokers.

The Bellevue Branch is in downtown Bellevue, one of the 87 Washington Branches, with John L. Scott headquarters. In the Bellevue location alone, last year alone, 749 homes were closed for buyers and 689 for sellers, with a

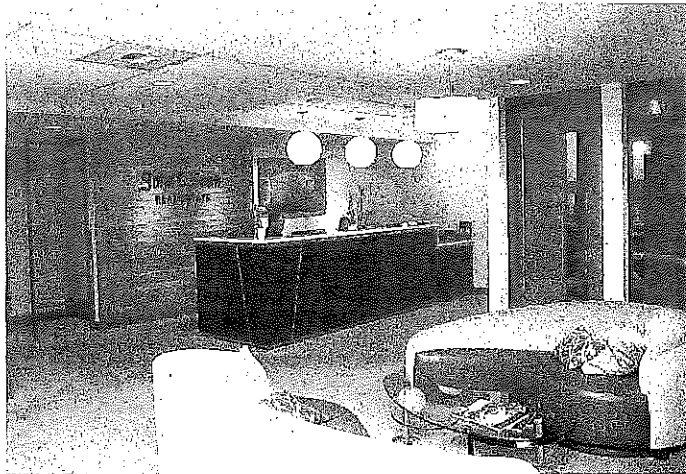
total of 1,438 homes closed, with a transaction valued at \$ 1.1 billion. Bellevue is a region where housing prices are high, but How did they record so many volumes? In this regard, Shull mentions 'technology' and 'education' without any hesitation. "Our website is the best in the industry. It is easy to see all the information of

the house and it is well organized. Also, education is a particularly important part, there are sometimes three classes per day. More than 110 different topics are taught, 44 new broker training courses, 29 document training courses, and 47 business training courses annually."

There are 150 brokers in the Bellevue branch working together. Among them, there are 23 Asian brokers who speak multi-languages other than English. They are preparing to welcome clients in nearly all Asian languages, including Korean, Chinese, Japanese, Indian and Vietnamese. Advisory lawyers are also deployed at the company level to provide legal advice and help solve the problems that arise during the purchase process, so that immigrants do not have difficulty in purchasing houses or businesses.

"We expect the 10-year housing market cycle to increase to 12-14 years" said Julia Nordby, office leader and business coach of the branch, "as the population continues to flow to Amazon and Google, it is a healthy market that is totally different from the time of subprime mortgages crisis in 2007, and we do not have to worry about it for at least a year and a half."

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## John L. Scott Bellevue Office Asian Brokers Contact: 425-454-2437

Mary Dobson - Cantonese  
Alex To - Chinese  
Cathy Yin - Chinese, Japanese  
Clara Jiang - Chinese  
Gary Lu - Chinese  
Grace Lazarus - Chinese  
Grace Xu - Chinese  
Grace Yu - Chinese  
Ivy Gong - Chinese  
Karen Li - Chinese

Kelvin Avery - Chinese  
Lily Wan - Chinese  
Louis Lu - Chinese  
Lynn Eng-Lei - Chinese, Toishanese  
Mae Chew - Chinese  
Rosamund Wu - Chinese  
Sophia Tsai - Chinese  
Wen Zhang - Chinese  
Amy Hsu - Taiwanese  
Glen Sung - Taiwanese

Ann Pierson - Japanese  
Mariko Mitsui - Japanese  
Moon Kim - Korean  
Steve Lee - Korean  
Pauline Ohare - Farsi  
Rizwan Nazarali - Punjabi, Urdu,  
Arabic, Farsi, Gujarati, Hindi  
Rupinder Dulay - Punjabi, Hindi

Jumana Hussain - Urdu, Gujarati,  
Hindi  
Karen Yeo - Tagalog  
Marie Adan - Tagalog  
Christine Le - Vietnamese  
Gary Ly - Vietnamese  
Lan Mai Nguyen - Vietnamese  
Linh Van - Vietnamese