

# TOP AGENT MAGAZINE



## JAMES TAN

James Tan was working as an engineer in San Jose when he noticed a colleague drive up in a Ferrari. “I remember thinking to myself, ‘he must be doing something right’, so I asked him. Turns out, he was a real estate agent on the side,” he recalls. “So I decided to get my real estate license and pursue the business as well.”

The Great Recession of 2008, he realized, was a “once in a lifetime opportunity” to acquire investment properties. That’s precisely what he did and he became quite successful. Before long, a lot of fellow investors were seeking out his advice. That’s when he decided to pursue a real estate career full-time. He went on to get his broker’s license and opened up business in Elk Grove, California.

James has a team at Bethany Real Estate & Investments where he serves the Greater Sacramento region. “Buying or selling a home can be one of the biggest investments in one’s life,” he asserts. “That’s why I take my role as a broker very seriously. I represent my clients’ interests the best way I can, throughout the process, whether it is the listing/selling or buying of a property.”

James is ranked 5-stars on Yelp, Zillow, Google, Trulia and Realtor.com. He reports that the majority of his business is repeat and referral clientele. “What I give my clients is value,” he exclaims. “That’s the most important thing. Take location, for example. I can advise them about schools, neighborhoods, businesses, etc. There’s great value in helping clients make crucial decisions.”

No wonder James’ clients praise him for his service. One client recently wrote: *“My husband and I used James as our agent when we recently sold our home. We can’t recommend him more highly... James was kind enough to help by making sure that our home is in perfect condition for the sale. His crew improved the condition of the front lawn, he got us a gardener for the maintenance and his handyman fixed certain things and pressure washed the concrete. Once the house was perfect, he took*

*gorgeous pictures, put them on the MLS, internet sites, even a single property website and a video. Despite the lackluster demand in that area at the time for high-end homes, he tirelessly did his marketing campaign, whether it was an open house, email, postcards, etc. He got us a couple of great offers, one of them cash. Not long after that, we sold our home ... If you are looking for an agent who will go the extra mile for you, look no further.”*

To market his listings, James relies on social media, websites, and his CRM. “When I sell a home, the first thing I do is ensure that the house is pristine for photos as well as for showings. I’ll suggest what needs to be done and help to make it happen” he states. He then arranges for professional photographers, drone videos, and 3-D walk-throughs.

James is a member of the Master’s Club, a prestigious designation for top realtors from the Sacramento Association of Realtors, and a past Director at AREAA Greater Sacramento.

When not working, James says he spends all his free time with his family. “They’re the reason I do what I do, and I want to be a blessing for them,” he says.

James hopes to continue to build his brand and team. “With decades of experience in real estate, investing and venture capital, I want to continue to offer my clients valuable & professional service for as long as I can,” he says.



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