

TOP AGENT MAGAZINE



MICHAEL RAND

Michael Rand takes great pride in helping people secure financing for a purchase or refinance as well as sell or locate their new home. His company has more to offer than most: it's licensed to do both real estate and loans. "I was one of the first brokerages

in the Los Angeles area to do this," he says.

Michael's company has funded more than 4,200 loans since he opened it in 1995, and most of his people are cross-trained in real estate and mortgages. "We work with a lot of buyers," he says. "We get their loans all pre-approved, they understand what their payments and closing costs will be, and then we get them out there looking for their home. It takes all the stress out of the equation for the client. We're not chasing down all of the documentation needed after they enter escrow. The fallout from my deals is zero! This also helps tremendously in negotiations with sellers, as we can prove that the buyer is in a position to obtain financing and is solid. The way my company is structured, it is truly a one-stop shop."

Michael started out as a REALTOR® in 1985, referring a lot of business to loan officers. He became frustrated by their lack of follow-through and knowledge. Within five years he branched off, doing loans in addition to real estate. His first month in the mortgage business, he outproduced more than 50 loan officers, becoming the top producer in his office. After three months in the loan business, he joined forces with other loan officers to open Discount Mortgage Services in Calabasas, California. The company was successful until the 1994 Northridge earthquake, which had a devastating effect on the company and the industry. In 1995 Michael obtained his broker's license, and his current company evolved from there.

He takes special pride in assuring that his clients are well informed. "I give them all the necessary

information and estimate the closing costs accurately," he says. "Many loan officers don't give accurate estimates, and the clients are surprised when they need more money at the close of escrow than what was estimated."

He also enjoys the personal relationships he forms with his clients. "If you go to a major bank," he says, "you're a number." Michael's clients are anything but. It makes for a very positive experience, and they are eager to recommend him. More than 95 percent of his business is referrals.

The end of the deal is never the end of the relationship for Michael. He calendars each client from the closing date of escrow for a six-month review and constantly watches the market to see if it would make sense for them to refinance.

He's exceptionally proud of his staff of associates, who have the same mind-set he does. "We are constantly giving our clients advice," he says. "We make it happen."

Michael is not all work, though. He's involved in his church, enjoys spending time with his wife and dogs, and loves playing baseball.

The unique niche Michael has carved out in the real estate and loan business is something he wants to share. This year, he plans to bring in more loan officers who want to diversify into real estate in addition to loans, as well as REALTORS® who want to get into mortgages. His website is set up to begin the process. No doubt he'll soon be helping double or triple the number of clients achieve their dreams.

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