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Meet Tracy Do in The Eastside, Northeast LA and SF Valley



Today we'd like to introduce you to Tracy Do.

Tracy, let's start with your story. We'd love to hear how you got started and how the journey has been so far.

I graduated from USC with a degree in Art History. While I do love art, I'm also a very practical person and had taken business classes along the way. It wasn't long before I was working in real estate. My first job was "behind the scenes," at a law firm that specialized in the representation of

Homeowners Associations. I learned a lot and came to realize that I wanted to do residential sales. I got my real estate license and started at a residential brokerage on Hillhurst in Los Feliz. By that time, I was married with a one-and-a-half-year-old daughter. Balancing my work and my family life, I set out to build a business based on the principals of hard work, creativity and the highest standards of professionalism.

We're always bombarded by how great it is to pursue your passion, etc. – but we've spoken with enough people to know that it's not always easy. Overall, would you say things have been easy for you?

The biggest challenge I have faced happened at end of 2007, when the real estate market veered into its downturn. This without a doubt was the defining moment of my career. I had every reason to throw in the towel, but I realized two things. First, I could not do that to my clients who needed me. Second, I didn't want to quit. I love this work, and even if it was going to be a lot more difficult, I knew the market would rebound in time. Well, it took a while. One of my listings was on the market for an entire year. One thing about me is that I do not quit — ever. I eventually sold that house and many others as well. Along the way I learned so much, it was like a graduate-level education. My negotiating skills got a great workout, and I learned a lot about people which helped me develop a stronger sense of what customer service really means. To this day, my clients from that era really appreciate that we were able to weather that storm together and arrive at this much better place.

So, let's switch gears a bit and go into the Tracy Do story. Tell us more about the business.

I am the leader of a team of realtors providing services throughout some of LA's best neighborhoods including the Eastside, Northeast LA and parts of the Valley. What I am most proud of is that our team was built from the ground up. I have trained agents on my team to adhere to my core value of providing excellent service that is built around the unique needs of each client. What sets our team apart is our ability to work with so many different types of clients to the highest possible standards of our profession. This includes seasoned homeowners, first-time home buyers, investors, design build firms and developers of new homes. The fact that we are hired by so many institutional builders is to me a tremendous validation and tells me that we're doing this job well.

Has luck played a meaningful role in your life and business?

There's an old saying, "you make your own luck."

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