

## Doing It Right: Tracy Do brings a human touch to buying, selling homes

By Christina Fuoco-Karasinski  
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Tracy Do  
Tracy Do/ Submitted

When Tracy Do was a teenager in Orange County, she was fascinated by homes. On her way home from school, she explored model homes to admire their designs and amenities.

“Through my teenage years, I had magazines like Architectural Digest and these home design magazines with no intentions of going into design.”

Do, who immigrated from Vietnam with her family as a child, was somewhat correct. Twenty-three years ago, she parlayed that knowledge into a successful real estate career. According to third-party research, Do’s Coldwell Banker Realty team is in LA County’s top 10 for unit closings.

### **Finding the perfect career**

As an art history student at USC, Do considered a career in law. To gain experience, she worked at a law firm. One day, she had an epiphany — law wasn’t for her.

“A couple of my siblings were attorneys,” she said. “I had real estate in the back of my mind, though. After having my daughter, I thought I would give this a go. I thought I could be ‘real estate mom.’ But really, it’s a full-time job. I did learn, however, that I liked it a lot.”

Real estate transactions can be emotionally and mentally difficult. Do’s clients are more than a statistic. She emotionally supports her clients while sharing accurate information.

“I have to be there for them emotionally while I’m trying to do the job,” Do said. “That is either getting them the house that they want, or selling their home for the highest price possible,” she said.

“Many people don’t realize how stressful real estate can be,” she said. “They think we just show a house, sell it, and that’s it.”

Her occupation is much more detailed than that. She must stage, photograph and market the home.

### **Settling in**

Do’s team covers a large swath of Southern California — all of the northeast LA neighborhoods, Silver Lake, Echo Park and the Westside, for example.

“The majority of our work is in Silver Lake, Echo Park, Northeast LA, Pasadena and Altadena,” she explained.

The Eaton fire was devastating to the area, but Do works to share her hopeful feelings.

“In January, we had so many clients who lost their homes,” she said. “We spent that month helping clients get into housing, whether it’s temporary or longer term.”

Do boasts a full-service team. The group includes sales agents, marketing and transaction management. Currently, she is updating her systems to ensure buyers and sellers have impeccable service.

“We’re constantly in touch with home shoppers, home sellers, Realtors, she said.

“We gather information and then communicate it to the client. We’re not making things up — ever. We’re providing the highest quality service possible,” she said.

**Tracy Do**

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