



NICHOLAS NGUYEN

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EXECUTIVE AGENT



PRISM LINK PROPERTIES

Nick Nguyen didn't set out to be an entrepreneur. In fact, he says his skill for business was forged out of necessity rather than choice. But that doesn't mean he wasn't good at it. As one of five siblings born to Vietnamese immigrants, Nick says his family didn't have much in terms of material things. What they did have was a strong work ethic, a drive to succeed and a faith that kept them positive even when times were hard. As a result, he learned the sales skills necessary to support himself, long before he even knew what an "entrepreneur" was.

"I didn't have the luxury of depending on my parents for financial help like a lot of my friends," says Nick. "So even at a young age, I was creating little businesses for myself to make extra money. I'd go into the garage at the age of six or seven and look for things to sell."

That self-reliance remained with him even as a high school student, when he would ride his bike from his neighborhood to the Nellie Gail neighborhood to wash cars for the spending money so many others took for granted. So when the opportunity to work with a successful real estate agent presented itself, Nick didn't hesitate. His parents introduced him to a family friend who was a Realtor®. After learning about what she did, Nick was intrigued. She helped him get started and from there, he was off and running. "She really took me under her wing and taught me the basics of financing and how to handle more difficult transactions," says Nick. "Right from the beginning I was fascinated and it turns out that real estate was an ideal match for my personality and for my work ethic."

Nick spent a number of years honing his real estate skills while using them to start his own personal real estate portfolio. Building his own home from a lot to finished product helped Nick gain an even deeper understanding of the entire real estate process – something he uses to his clients' advantage today. "I tell my clients that real estate is like a game of chess – it's all strategy," he explains. "Fortunately, I'm a very detail-oriented person."

But he had a decision to make – keep working in real estate part time, or settle in and get serious? He chose the latter. That single decision has led to Nick establishing himself as one of the area's most successful Realtors® and owner of Prism Link Properties.

By working closely with his clients and treating each transaction as if it was his own, Nick says he's able to give a level of customer service that is unmatched anywhere. His goal is not simply to meet expectations, but to exceed them. "I'm very passionate about what I do," he states. "I have a good read on situations and I'm always thinking outside of the box to find and manage creative ways to seal the deal without sacrificing the interests of my clients. I'm not satisfied unless they are."

As the owner of Prism Link, Nick is acutely aware of the value of the transaction to the client, and takes his responsibility very seriously. One mistake, he says, could prove costly, so he leaves nothing to chance. He's constantly looking for ways to improve upon his past successes and to learn from every real estate sale or purchase. "It amazes me how an agent can help alter the course and outcome of their clients' deal," he says. "That's why it's important for consumers to work with the right agent --- one who knows how to maneuver carefully throughout the transaction in order to maximize and protect their clients' needs. Like an attorney, the agent's negotiation skills are vital in order to create that personal advantage."

Nick's agents, each with their own strengths and areas of specialization, all follow the same philosophy of customer service that has made Nick so successful. His hard work, determination and unwavering commitment to a job done well have made him an Orange County favorite.

That dynamic approach to business has earned him the respect of his colleagues and clients alike, but Nick says it's his faith that keeps him motivated. "The one constant that keeps me going is my faith in Jesus Christ," says Nick. "It makes me more accountable for any actions that I take and helps me to stay strong when the going gets tough. I serve Him by serving my clients well and create a positive reflection of His work in me. Nothing is more important."

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