

## *Sometimes, our lives take a different turn.*

Take Broker Nicole Glazer McKee for example; she didn't always dream of a career in real estate, in fact, it was the furthest thing from her mind.

"I actually started working when I was 14 at a Hot-Dog-On-A-Stick and loved it," said Glazer, who is now an owner in Regency Real Estate Brokers, Inc. based in Mission Viejo. "I went to Saddleback Community College, but honestly, college wasn't for me. I worked my way up the ladder to management when I was 17 and I was making really good money. I ended up staying with the company for six years."

Once she left the food service industry, however, she started working at the escrow division for the same company where her mother, Susan, was a real estate professional.

"My mom was as single mom who raised me and she always dreamed of becoming a REALTOR®," Glazer said. "She remarried when I was 10, and eventually began her second career as an agent retiring from the furniture business. She worked her way up."

Worked her way up indeed—Susan became a partner in Regency's early days and continues to be an integral part of The Glazer Team.

"She was a Coldwell Banker assistant manager in Laguna Hills, and Regency approached her to be an owner," Glazer said. "The founders went to all of the high-producing agents in the Saddleback Valley to join together and build Regency. The agents foresaw a need to be a part of a business 'home' of top real estate professionals, who like a family, would all support each other to be the very best in their field."

Regency has become one of the largest real independent real estate brokerages in South County. It is an association comprised of 65 owner-broker/REALTORS® with more than 1,000 years of combined experience. Membership is by invitation only and is exclusive to experienced real estate professionals exhibiting high ethics and standards with a high volume of production. Regency agents represent the top 1 percent of real estate professionals.



"We offer old-fashioned service coupled with today's technology," she said.

## **Joining the Industry**

Nicole said while working as a receptionist/escrow processor at Coldwell Banker Escrow in Corona Del Mar in the 1990s, she realized how much fun Susan was having as a real estate professional.

"I liked the actual work of escrow, but you're stuck behind a desk," she said. "My mom was always heading out of her office, and I, on the other hand, was chained to my desk. I'm also a people person, so I wanted to work with clients in the field."

So, at that point, she decided to mix things up and follow in her mom's footsteps—it's been 14 years since and she's never looked back. Full steam ahead she attended real estate classes, obtained her license and she couldn't have been happier.

"I worked my way up at Regency and decided that I wanted to take on more buyer representation. In addition to increasing my buyer representation, I slowly took on more of the listing farm that my mom was working in," she said. "We had so much business that we split out; she had her own clients and I had my own. We've kept it that way ever since and it has worked out perfectly."

Added Susan, "Nicole is a wonderful daughter, mother, and REALTOR®. We have a special bond that is difficult for anyone to compete with. She is very special to me."

These days, Nicole Glazer McKee specializes in buyer representation, relocation, marketing and advertising, and contract negotiations. She and The Glazer Team are dedicated to the Robinson Ranch community, a place near and dear to her heart. Nicole and husband Scott McKee and their two children, Connor, and Ronan, also live in Robinson Ranch.

*Sons Connor and  
Ronan, husband  
Scott, and Nicole*

## Thinking Outside the Box

*What makes Nicole Glazer different might surprise some.*

“Real estate is my only business,” she said. “I am dedicated to serving my customers. I communicate with my clients and follow through on details; constant contact and follow through are my top priorities. Clients can expect to hear from me regularly to discuss current market conditions. I continuously provide them with progress reports to communicate the results of my daily search for their new home.”

As an active member of the local association of REALTORS® and Multiple Listing Service, Glazer cooperates with other brokers and agents to ensure maximum exposure of her clients’ needs.

She is also heavy into details, and Glazer is someone who is always hands-on.

“I enjoy the individual, one-on-one with my clients,” she said. “I do not have assistants. I’ve hired a couple of people over the years, but they were both short-term. I feel my clients hire me, not my employee. However, I do have an amazing support team with escrow, title, and promotional products.”

Glazer also strongly believes in keeping abreast of the ever-changing market via continuing education. For example, she recently enrolled in four classes—one of those was a Latino homebuyers’ seminar.

“I’m constantly taking classes; I don’t believe in giving up education. I don’t think you are ever at a point where you stop learning because you have been around so long that you must know it all,” she said.

## Clients’ Admiration

*Clients are equally as fond of Glazer and they aren’t afraid to scream it from the housetops.*

“We first hired Nicole eight years ago, and she has helped us with many real estate transactions since then. Nicole helped us through all of the negotiations and inspections with precise detail. She took care of everything, making it so easy and stress free. Her ability to take something from beginning to end and not miss any detail is impeccable. We think of her often when we are enjoying our spectacular sunset views in our Orange County dream home, and highly recommend her to family and friends regularly,” said clients Rick and Kim Mercier.

“We currently have our home listed with Nicole and we are in escrow on another of her properties. Nicole has been extremely attentive and helpful in navigating us through the buying process on a new home, as well as the selling process for our existing home. I couldn’t ask for someone that knows our neighborhood and our market any better. She works very hard, takes care of everything promptly, and provides us with due dates and the information we need to make the appropriate decisions and completes required paperwork in a timely fashion. She is also very willing to fulfill special requests, run reports, or provide specific market analyses that we have asked for,” said client Bob Ferreira.

Glazer never takes her clients for granted and always takes their comments to heart: “The greatest compliment of all is when someone you have helped refers you.”

## Nicole and mom Susan



## Other Accolades

Glazer holds various real estate designations/ rankings including: REALTOR®, Oct. 8, 1997; salesman license, Oct. 8, 1997; broker license, May 2, 2007; ABR 1999; e-Pro, Nov. 18, 2002; and shareholder at Regency Real Estate in 2004.

She is an active member of the National Association of REALTORS®, Orange County Association of REALTORS®, California Association of REALTORS®, Real Estate Buyer’s Agent Council, and Southern California Multiple Listing Service, as well as the South Orange County Regional Chamber of Commerce and Better Business Bureau (AAA rating).

Of course, over the years, Glazer has earned industry awards including a 2006 Certificate of Merit from REALTOR® Magazine’s Good Neighbor Awards to acknowledge dedication to community service.

In addition to her dedication to real estate, Glazer is also a community activist who has earned the Certificate of Appreciation for outstanding service and dedication to the Saddleback Valley Unified School District, and the Certificate of Appreciation for outstanding service and dedication to Robinson Elementary School, to name a few.



When she isn't immersed in real estate, Glazer enjoys gardening, playing with the family's three dogs, watching her two California desert tortoises roam the yard, as well as both playing and listening to music.

"I am passionate about kids, and their education. Early intervention through the school district with my 4 year old has helped him to excel in his classes and with his peer socialization. I enjoy helping the kids and the arts; I believe every child should have music education and the opportunity to grow and experience with the arts and music. If I had not gone into real estate, I would have pursued a career in teaching and/or music."

### **Clients First, Always**

In the end, it's all about the client: "My commitment is to be my client's trusted real estate advisor and partner. I work closely with each client to achieve their goals, giving a written commitment to each of them. I truly do have their best interests at heart. I am there for them as part of their family, helping them every step of the way. I believe in the American dream and I do everything in my power to protect that for everyone I work with." ★

*Family  
time at  
the McKee's*



*Nicole Glazer*

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