

LUIS GUEVARA

Broker Associate | Real Estate Sales & Leadership

PROFESSIONAL SUMMARY

Accomplished real estate professional with more than 30 years of residential real estate experience throughout Southern California, including sales, brokerage management, recruiting, agent development, REO asset management, corporate listings, investment properties, and client representation. Proven history of \$20M+ production volume and leading real estate professionals through recruitment, coaching, development, and retention. Experienced in representing homeowners, investors, corporate sellers, financial institutions, and distressed-property clients.

CORE COMPETENCIES

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|---|--|
| • Residential Real Estate Sales & Marketing | • Listing & Buyer Representation |
| • Real Estate Brokerage Management | • Recruiting, Coaching & Agent Development |
| • Business Development & Strategic Growth | • Negotiation & Transaction Management |
| • Corporate & Investment Property Listings | • REO & Distressed Asset Management |
| • Broker Price Opinions (BPO) | • Short Sales & Foreclosures |
| • Property Preservation | • Market Analysis & Property Valuation |

PROFESSIONAL EXPERIENCE

Broker Associate | June 6, 2024–Present

- Represent buyers, sellers, homeowners, and investors in residential transactions throughout Southern California.
- Advise clients on valuation, pricing, marketing strategy, negotiations, and transaction management.
- Develop targeted marketing and business-development strategies to maximize exposure, results, and referral growth.

Broker Associate | 2019–June 2024

- Achieved Mega Agent status with more than \$20 million in production volume.
- Led residential sales and marketing while representing corporate sellers, investment groups, and private clients.

Broker Associate | 2017–2019

- Produced at Mega Agent level and represented residential, corporate, and investment clients.

Broker Associate | 2015–2017

- Managed residential sales and marketing and represented corporate sellers and investment groups.

Branch Manager | 2014–2015

- Led agent recruitment, development, retention, sales performance, and branch operations.

Branch Manager / REO Director | 2008–2014

- Directed recruiting and agent development while overseeing REO operations, distressed assets, and institutional relationships.

Branch Manager | 2006–2008

- Managed branch operations, agent recruiting and development, and residential sales activities.

Branch Manager | 2000–2006

- Directed branch operations, sales performance, recruiting, and agent development.

EARLIER PROFESSIONAL EXPERIENCE

██████████ — Downey, CA

Broker Associate | 1998–2000

██████████ — Downey, CA

Broker Associate | 1993–1998

██████████ — South Gate, CA

Broker Associate | 1992–1993

EDUCATION

University of California, Los Angeles (UCLA)

Bachelor of Arts —History and Latin American Studies, Cum Laude

University of Southern California (USC)

Ross Real Estate Development Program

PROFESSIONAL TRAINING & CERTIFICATIONS

- MFO Management Coaching
- BOLD Graduate
- Broker Price Opinion (BPO) Experience
- Cash for Keys (CFK) Experience
- Property Preservation Experience
- REO Listing Agent — Wells Fargo Bank Premier Asset Services
- Default School Certified
- SFS Certified — Short Sale Foreclosure Specialist
- Quality Service Certified

PROFESSIONAL & COMMUNITY LEADERSHIP

County of Orange Assessment Appeals Board

Board Member | 2025–Present

BNI — Business Network International

Member | 2018–Present

National Association of Hispanic Real Estate Professionals (NAHREP) — Los Angeles

President | 2014

Board of Directors | 2009–2014

Rancho Southeast Association of REALTORS®

Association President | 2016

Board of Directors | 2011–2014

California Association of REALTORS®

State Director, Region 22 | 2011–2015

Region 22 Representative