

# TOP AGENT MAGAZINE



## RICK EISSINGER

Rick Eissinger, an Associate Broker at West USA Realty Revelation, built his success on a foundation of integrity, expertise, and customer service. “When I work with clients I always remember the

Golden Rule: treat them the way I would want to be treated.” This philosophy has served him well: After twelve years selling and listing houses in the Phoenix area, the majority of his business now comes from referrals and repeat clientele.

Rick received his Bachelor’s Degree in Business Administration from Augsburg College in Minneapolis, MN. He relocated to Tempe in 1973, when he became regional manager of a bicycle import and distribution company. He later went on to work in the technology sector for over fifteen years, working with equipment used in the electronic and semi-conductor industries. Rick was Vice President of two technology companies during his time in the industry. “The experience gave me a strong background in international and domestic marketing, as well sales and operations management. “However, he had always been interested in real estate, and in 2000, he acquired his sales license. Though still employed in the technology field, he worked part-time in real estate, first for Keller Williams, then Independence Realty Prof.

In 2003, Eissinger earned his Broker’s license. “Getting a Broker’s license involves a certain level of experience as well as time, money, and education. The knowledge I’ve gained through this process helps me represent my clients better.” He moved to RE/MAX and began pursuing a career as a REALTOR® full-time, remaining there for four years before accepting a position as Managing Broker at MLS Realty Southwest. As a Managing Broker, he set up office procedures, reviewed contracts, and supervised and trained the agents, as well as selling and listing houses. He held a similar position at Arizona Pro Realty in 2008. “It was an experience multiplier. I was not only responsible for my own clientele, but I was the ‘go-to’ guy when an agent needed help with a problem. I really enjoyed working with them to find solutions.” In February of 2012, Rick joined West USA Realty Revelation as an Associate Broker. “The positive atmosphere and the spirit of sharing at West USA Realty Revelation, along with the good organization structure, really make it an excellent environment for achieving my goals as a REALTOR®.”

Working as both a listing and a buyer’s agent, his goal is “to provide professional services that involve analytical research, market analysis and the creation and negotiation of contracts, resulting in the best outcome for the client at the best price.” He most enjoys talking with buyers and fulfilling their dreams



of home ownership. Lately he has been doing a lot of transactions with foreign investors, particularly Canadians. “The Phoenix area has grown from a population of 1,000,000 to 4,000,000 in the thirty years I’ve lived and worked in the valley. I know about all the neighborhoods, new and old, because I’ve watched them develop. It gives me a unique perspective when working with investors.”

In his twelve years working in the Phoenix market, Eissinger has earned a stellar reputation for honesty, dependability, and customer service. He stresses that forming a relationship based on honesty and genuine concern for a client’s wellbeing is the most important aspect of a business transaction. “I may lose business by being honest, but the clients I work with learn they can trust me for reliable advice. They appreciate the way I treat them. As a result, they often come back and use me again, as well as refer me to their friends and relatives.” The bulk of his clientele now comes from word of mouth. “As you reach maturity in your career, you find the majority of your business, if you’re doing it well, comes from referrals and repeat customers. After people work with me, they will tell their friends, family or business associates what a great job I did for them.”

Eissinger spends his personal time with his wife Lynda. “She works in real estate transaction management, she has taught me a lot through the years.” Their son Ian lives in South Dakota and works in the Financial Industry. Rick finds himself gravitating to leadership roles in his personal life, as well as his professional life. He is Vice President of his HOA and Treasurer of the local BMW motorcycle club, the AZ Beemers. He is currently working on the AZ Beemers Annual Roadrunner Rally, a charitable event donating it’s profits to worthwhile charities such as Susan G. Komen Foundation, the Childrens’s Pediatric Brain Tumor Foundation and others.

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