

A "Three Hundred Dollar" Success Story

New Star Realty & Investment Group Chairman Chris Moonkey Nam arrived in the US with three hundred dollars in his pocket; he now heads the largest Asian-held real estate agency in southern California, with three billion dollars in annual sales.

New Star Realty, headquartered in LA, is a real estate giant, with about one thousand agents active in southern California alone, and with seventy branch offices throughout the United States. The Group started as a franchise of ERA in Garden Grove in 1982, but then relocated its headquarters to LA in 1996, after which it expanded to include the entire southern California area. As the fastest growing company in LA's Korean real estate industry, New Star Realty has emerged as a giant.

Work Hard to Impress Customers

The key to the meteoric rise of New Star Realty is Chairman Moonkey "Chris" Nam's tireless efforts. He describes his management principle as, "Customers must be impressed through hard work." He states that he displays New Star Realty advertisements wherever people can see them, including on the benches of bus stops, as well as in the traditional advertisement media. Because of his generous treatment of agents and because of his positive outlook, he is widely respected among customers and employees alike.

During the real estate boom, New Star Realty had over 1,500 agents at one time. Trusting in Nam's management abilities, numerous real estate entrepreneurs from all over the United States flocked to open branch offices. Currently, there is a New Star Realty branch in every southern California suburb of LA, as well as in many metropolitan areas, including San Francisco, New York, Atlanta, Washington DC, Seattle and Dallas.

Chairman Nam is famous for his perseverance and passion for work. Even though he is fifty-seven years old, he believes that he should not sleep more than three hours and fifty-nine minutes per day. He says when it comes to working hard, people follow examples.

"Impressing customers is not enough—agents

must also be impressed. I work hard and set an example in order to encourage agents to follow. This is how New Star Realty earned its trust."

Nam's manner of speech is simple, but touchingly natural and relaxed. Whether they are VIPs or new agents, he treats others in a natural and generous manner with no pretensions. This simplicity contributes to Chairman Nam's magnetic charisma.

Many people, attracted by this warmth, follow him like a family. Additionally, Nam is an exceptional judge of character and ability, and he has a knack for placing people in positions that allow them to fully exercise their talents. These traits have also contributed to the growth and success of New Star Realty today.

Generally, real estate agents earn commissions based on their individual work and ability. Accordingly, there tends to be less loyalty and teamwork in real estate than in other industries. However, the 1,500 agents of New Star Realty are tightly unified around Chairman Nam. And they all march as one under his direction. This is because they truly respect and trust him as a person, instead of merely following him as head of the organization.

Chairman Nam is Well-Known for his Community Service, Including His Leadership of the Federation of Korean Associations, U.S.A.

Chairman Nam heads the Federation of Korean Associations, U.S.A., which represents two and a half million Koreans living in the US. He's also Chairman of the Leadership Conference for Koreans Overseas, which represents 7.5 million Koreans living outside the Korean mainland. These titles and his astonishing career may intimidate some. However, those who meet him for the first time are amazed by his down-to-earth and straightforward manner. Nam is a self-made



Chris Moonkey Nam : New Star Realty & Investment Group Chairman

Chamber of Commerce, he was elected as LA Korean Chairman in 2006. And in 2009, he was voted Chairman of the Federation of Koreans Associations, which represents 170 Korean associations throughout the United States.

Chairman Nam Stands at the Center of the Worldwide Korean Network

Millions of Koreans first went overseas to seek better lives and thanks to the Korean characteristics of strength, intelligence and talent, they adjusted to local life quickly and built communities that are envied by others. Now, it is essential in this global age for someone to protect them, listen to them and to build a tight-knit network for them.

For this reason, Chairman Moonkey Nam, as Chairman of the Leadership Conference for Koreans Overseas, toured London, England; Paris, France; Berlin, Germany; the Netherlands; Luxembourg; Rome, Italy; Madrid, Spain; Belgium and other countries, calling on local chairpersons and leaders of the Korean communities, as well as general members of the Korean communities and Korean consuls. Through meetings and events, he established channels for close communications and listened to stories, dreams and difficulties of those he met. Through him, Koreans were reminded that no matter where they live, they are still one people sharing the blood, heritage and love for Korea. Now, with Chairman Moonkey Nam at the center, a basis has been established where all Korean communities, whether in China, Europe, Japan or any other country, can speak in a single, unified voice.



Chairman Nam is Well-Known for his Community Service, Including His Leadership of the Federation of Korean Associations, U.S.A.



His Community Service

person famous among Koreans living in the US, both for his business success and for his service to the Korean community. When he immigrated to the US from Korea twenty-eight years ago, he first worked in the cleaning industry.

After increasing the sales of that first company thirty-fold in just three and a half years, he entered the real estate business. Now, he leads a giant business group that owns eight real-estate related companies, including a realtor school

and an escrow company. As his business grew, Chairman Nam started to take on leadership roles in the Korean community in the US. After chairing the Korean Chamber of Commerce in Orange County and the Korean-American

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Business Areas

New Star Realty

The largest Korean American real estate company, with more than 1000 branches across North America and Korea

New Star Realty College (213-385-4989)

Los Angeles, Garden Grove, Diamond Bar, Victorville
Real estate school which has educated more than 10,000 new real estate agents in the past years

New Star Escrow (213-259-0378)

Los Angeles, Diamond Bar, Valencian Escrow service provider that both buys and sells of real estate can trust

NA Communications (213-632-2522)

Advertising subsidiary specializing in business and real estate agent promotions through TV/Radio Commercials, Web Design, CD's, Brochures and Promotions

NT e-Consulting (213-632-2520)

Information technology experts specializing in real estate web site development, as well as managing NewStarRealty.com

New Star Franchise

The first Korean American real estate network covering the entire North American continent

New Star Investment Group, LLC

Nature of sound investment culture among Korean Americans

New Star Scholarship Foundation

Non-profit organization that contributes to the community by donating profits of the business

New Star Insurance

Committed insurance service provider for Korean-Americans

New Star Property Management

Committed property management service provided by a knowledgeable real estate company

New Star Moving

A moving service that provides an easy transition for your family

New Star Realty, Buying & Selling Power

NEWSTAR
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www.newstarrealty.com

Global New Star: Connecting North America to the World

- Nationalization: Expansion of the New Star Network across North America
- Globalization: Establishment of New Star Franchises all over the world
- Building a New Star Town
- Becoming a Total Service Provider by combining all real estate related companies



NEW STAR REALTY OFFICES

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Corona
Diamond Bar
Fullerton
Garden Grove
Glendale

Inline
La Canada
Los Angeles
North Gate
Torrance
Van Nuys

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Victorville
Phoenix, AZ
Oakland, CA
Perris, CA
San Francisco, CA

San Jose, CA
Pleasanton, CA
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Boston, MA
Raleigh, NC
Fort Lee, NJ
Las Vegas, NV
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Queens, NY
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