

What is GURU?

Phil Immel is the Real Estate Guru - a media expert in his field



Q. Describe your business.

A. The concept evolved out of the need to educate the general public about home ownership and all the elements linked to that, such as mortgages, escrow, the negotiating process and how to select a realtor for your home who is qualified in your area. People describe their project, and I give feedback about what I would do in their shoes, kind of like the Dr. Phil of real estate. He gives people feedback based on his education. I would take common questions harnessed from my real estate business and turn them into radio, television and Internet archives. I'm a single dad with three kids. Time is a precious commodity. I can leverage my time this way. Instead of telling 10 clients the same thing, I can do it once. The end game is yes, I'd have my own television show. It would look like the Suze Orman Show, except for real estate rather than Wall Street. I'm not trying to be a late night show selling raw land in Florida. I'm not selling get rich quick schemes.

Q. You've fielded questions as a real estate expert on television with Fox News and on the radio. What is that experience like?

A. It's unrehearsed questions. You're just there in the studio with an ear piece and they start talking. It's very exciting and stressful when you're on a national network like that. I usually have less than 24 hours notice for a radio or television appearance. It's very exhilarating when you get a call, "Can you be here in four hours?" I love the media and technology. I did some television commercials in college so I got exposed to the media and learned how to be on camera.

Q. What made you want to share your knowledge in this teaching role?

A. I've just always had a passion to teach. I think real estate is intimidating. It's cumbersome. It's massive amounts of paperwork. Most people generally know that they want to own a home. By the way, home ownership is at historic highs, about 70 percent, although I think that will go down. Real estate isn't taught in high school or college. Everybody tends to have a specialty in Orange County now. At some point you have to rely upon the experts. If I'm going to teach clients, I better be on top of my game. It keeps me sharp.

Q. Why do business in Dana Point?

A. Look out my window. I live in Dana Point. I love to work here. It's just the environment, the most beautiful weather. I feel like I work in a resort. I own houses and commercial properties here. I'm invested in it. I also feel Dana Point is going to be the boomtown on the California coast in the next 10 years. I think it's still worldwide fairly unknown. I grew up in Chicago and I had no idea where Orange County is, where Dana Point is.