

# TOP AGENT

MAGAZINE

DOREN  
MORGAN





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When asked how he got started in real estate, Doren Morgan laughs. "I'm a S.O.B.," he says. "That's a Son of a Broker! My dad was a broker for forty years, so I was always around the

business." Doren started out working in Sacramento's residential market nearly two decades ago. But, eight years ago, he decided to make a change. He says, "I moved back to my hometown of Arcata





in northern California. That's where I got into ranches, farms, and specialty properties instead of residential."

Working solo, Doren services California's northern coast, specifically Humboldt, Trinity, and Del Norte counties. He specializes in ranches, farms, and recreational properties. As a fourth-generation resident of Humboldt county, he has an in-depth knowledge of the area as well as an MBA that sets him apart from most agents. In 2020, Doren is on track to do

over 25 million in combined sales and purchases. "Most of the deals I do are on both ends," he explains. "These are specialty properties and some income properties; in general, another agent wouldn't know as much about it. My clients would rather go directly to the source."

Doren keeps things low key when it comes to staying in touch with past clients, utilizing e-mail and the occasional phone call. When it comes to marketing his listings, he uses three main sources.









“One is California Outdoor Properties, which is the largest ranch brokerage in California,” he says. “Second, we’re part of the nationwide network of LandLeader, which covers land and farm brokerages across the country. Both of those have high visibility and high-traffic websites. Third, locally, I’m on the local TV station and advertise in local print as well.”

When it comes to his business practices,

Doren prides himself on his honesty and integrity. “I am always looking out for the best interests of my clients,” he says. “That’s my number one goal.”

Doren’s favorite part of his job is getting to spend time outdoors, so it comes as little surprise that he also spends his free time getting outside as much as possible. “I hunt, fish, hike, bike, paddleboard,” he says. “Anything outdoors, pretty much.”





Looking to the future, Doren plans to continue to grow his business but is in no rush. More than anything, he wants to continue his current path. “It’s taken me a few years to get where I am. Now I have some name recognition. People in

the community know what I do and how I do it. This job is blocking and tackling and showing up every day,” Doren says. “If you work really hard, do the best job you can for your clients, the rest will take care of itself.”

To learn more about Doren Morgan, call 707-822-5510, email [doren.morgan2013@gmail.com](mailto:doren.morgan2013@gmail.com), or visit [californiaoutdoorproperties.com/agent/doren-morgan](http://californiaoutdoorproperties.com/agent/doren-morgan).