



# 白手起家 不是神話



劉熊

1983年來美  
2001年“老地方”在黃金廣場營業  
2003年糖城店開張

剛開始“老地方”只有牛肉麵、羊肉麵等六種麵點，老板劉熊覺得把這幾樣東西做得精緻最重要，以後再增加樣式，尤其他強調“要有自己的味”，牛肉麵不能和已有的店家類似，他說，調理牛肉，愈簡單愈好，添加太多配料反而掩蓋了牛肉的香醇。給自己定下原則，要給人吃飽划算，價錢上要合理。

從美國速食店一份漢堡三元左右的價格作參考，定下一碗3.95的紅燒牛肉麵，他說，價錢要讓客人感覺合理，“老地方”的牛肉麵就有紅燒、清燉不同選擇，紅燒牛肉麵端上首先看到的是三大塊牛肉，客人看了就覺著過癮。

## 隻身來美闖天下

1983年，劉熊來到休士頓，下了飛機身上只剩下廿多塊美金，這個錢是放在身上的保命錢，如果在路上走丟了可以找車坐回去的路費。

從北京來到休士頓，看到當時在城中心的老中國城，一片陳舊，心裡感到美國不是傳聞中的天堂。

出身音樂世家的劉熊，是北京民族歌舞管弦樂隊的法國號手，他家四個孩子自小在家中薰陶下都能玩數種樂器，他就是以良好的音樂基礎自學法國號，考進這個高水準的樂團。



## 在異國証實自己 劉熊用能力深耕

休士頓的“老地方”可以算是中國城裡的一景，提起店名很少有不知道的，門面不大，但是簡潔親切，木製的桌椅板凳透著些中國味，融合牆上的復古月份牌美女廣告畫，帶來懷舊的氣息，老中來店裡感到自在，老美坐在小凳上吃著鍋貼餃子覺得新鮮有趣。

“老地方”以紮實的份量，獨特的口味，在中國城底定風格。



“老地方”專賣麵點，吃遍大江南北客

“茶典子”創業成功，波霸小兵立大功

“Telecom”利潤分享，建立凌厲銷售網

文/鄔逸卉

### 法國號換成炒鍋

既來之則安之，他開始了美國的餐館打工生涯，第一站是來來餃子館。原先他想打工賺錢來繼續學業，餐館老闆說了，如果未來能專精領域裡有所發揮，那麼就半工半讀，如果不是，以生活第一，好好打工，一天都別浪費。在北京從不會燒菜的男人，餐館裡從頭學起，別人怎麼做他就怎麼做，四、五個月後他把店裡所有的菜都學會，大師傅的動作全部照抄過來，翻鍋熱炒都能俐落自如，師傅出缺，他自然遞補上去，心裡想，工作升等薪水也該水漲船高吧，但是工資還是始終如一。

劉熊換了餐廳，陸續在不同的餐館當師傅，生活算是安定下來。這期間他的做事態度是，任勞任怨，認真工作，不偷懶，把當做的事做好。

從前他是坐在那裡賺錢，現在從早到晚站著掙生活，腳上出現嚴重的靜脈曲張，動了手術才痊癒。北京時期的劉熊，身上穿著父親自法國帶回的衣服，每天到單位排演，遇到重要活動隨樂團飛到全國演出，受到地方禮遇，手上拿著精緻的樂器，生活在悠揚的樂符中。

### 家常菜獨立門戶

一個偶然機會，他接下頂好超市旁現在的馬來西亞餐廳前身，以前十全小吃的一方店面，十多年下來的餐館經驗，他去掉一般制式的菜館菜式，以家庭口味為。

沒做廣告，開張第二個星期就出現“排大隊”的人潮，因為便宜，份量多，口味不錯，“客人來了覺得沒

上當”，他覺得，客人上門吃飯就是看得起你，盡量滿足顧客要求，讓他們開心。小店做得很辛苦，揣在口袋裡的現金，下班回家拿出來經常全被汗水浸濕，但是利潤並不豐厚，頂多能維持生活，沒得多餘的存款，他毅然決定賣掉。

### “老地方”在黃金廣場開張

2000年，百利大道上有一處正在施工的商場，他走到工地悠轉，當下打定主意到這裡開個小館，“老地方”是黃金廣場第一家承租的餐廳。店面有了，本錢在那卻還無著，所幸到美國十多年建立了十分良好的信用，他從銀行取得五萬元貸款，解決了裝潢問題。事情總不是那般順利，他辛苦張羅，裝修老闆還騙了他二萬，拿了錢不知去向。



●“老地方”有種令人懷念的復古氣氛，桌子、板凳是劉老板和友人的手工。

“老地方”糖城分店二年前開張，他輕車熟路的掛牌營業，坐鎮於此，廚房裡乾淨整潔，每到下午空閒時，他會強迫員工休息，店裡的老墨被他視為“中國餐館的寶”。

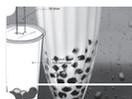
“老地方”的麵點涵蓋了大陸北方、川味，甚至還有時下流行的烏冬麵，他將每個地方特有的麵點改良，適合一般大眾口味。

### 靠能力打拼生活

劉熊說他是五年之後才適應美國生活，來美半年時他也有了回去的念頭，原來的樂團還給他保留位子，但是他留下來，現在年過半百，覺得生活平淡就是種幸福，他也曾問自己留下對不對，歷經世事他的體會，不管在那裡生活，最重要的是自己有多少能力。

“老地方”讓他生活無虞，但是他想試試自己的能量能發揮多少，於是有了第二家，目前正計劃開第三家，仍以華人居多的社區為主。

自小的家庭成長，他至今仍以欣賞古典音樂為嗜好，最喜歡莫札特的音樂，專門收集大唱片，每晚回到家最愉快的事就是享受老式音響。



### 移植台灣經驗 享受冰品無國界

開著一部白色 Lexus SC430，穿著運動衫、牛仔褲，茶典子的老闆黃崇仁穿梭在位於西南區中國城和河邊橡樹的二家波霸奶茶店。

六年前香港超市的食品廣場黃崇仁在休士頓開設第一家茶典子，以餐點和冰品為主，一年後檢討業績，餐飲部份耗工耗時，利潤太低，於是大刀闊斧取消，專營冷飲。

2002年11月茶典子選了高級住宅區河邊橡樹區開了第二家，剛開始75%的客人是亞裔，半年之後亞裔與老美各佔二分之一，到現在85%的顧客是老美，生意穩定。

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糖城福遍房地產



黃崇仁

1983年來美  
1999年開設第一家“茶典子”  
2002年“茶典子”河邊橡樹區店開張

“因為大多數的主流社會不會到西南區中國城來買波霸，所以我就把店開在白人區，把波霸送到他們面前，而且中國城附近競爭激烈利潤薄。”，黃崇仁解釋茶典子從中國城飛越至河邊橡樹區的原因。他把台灣流行的“網咖”帶進，在店中提供了

三個電腦，讓客人免費上網，點了冷飲的客人坐在等待時坐下來忙著看電腦，時間飛快的過去，一會兒，用電腦下單管理的櫃台就在呼喚客人名字可以拿波霸了。黃崇仁說，免費上網一方面可以讓客人等待時間不無聊，另一方面，有的客人也可能為想上網而進來買一杯飲料。店裡有雜誌、西洋棋做消遣，或著也可在裡面閱讀、做功課。

消費者的年齡層從五、六歲到五、六十歲，一杯在手其樂無窮。

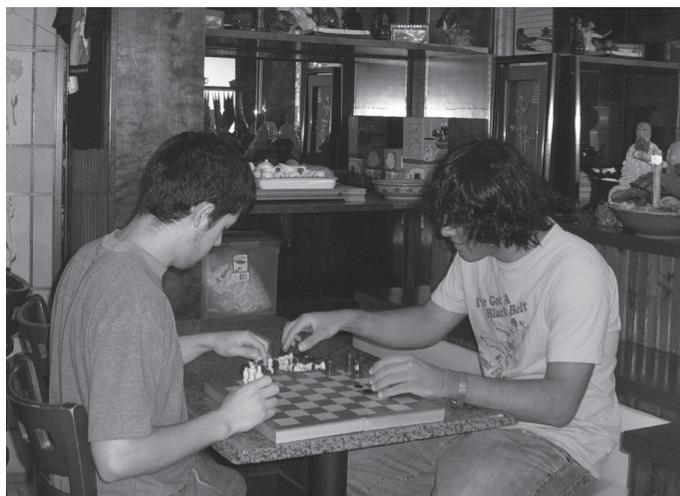
茶典子的歷史得追溯到1992年的台灣高雄，黃崇仁的哥哥黃崇祥在三民區高雄醫學院前的大街上開了第一家，其時台灣的波霸店如雨後春筍般在全台出現，不到半年，同一條街上開了十家。

1983年八歲大的黃崇仁和父母來到美國，他是家中五個孩子當中最小的一個，是唯一跟著父母移民的孩子，也是當時生意失利的父親僅有能力帶出的子女，直到1996年除了大姊以外的三個孩子方來到美國。

自小，黃崇仁就跟著父親黃水吉四處訪友，那時大人們談生意，他跟本聽不懂，母親在鳳山家中前面擺了一個檳榔攤，忙不過來時他也去幫忙。1999年茶典子從台灣搬到休士頓，從香港城起步，黃崇仁以三千元現金，另外向銀行和信用卡公司總共貸款九萬元創辦了他的冷飲事業。

當時黃水吉想幫兒子出些本錢，被他拒絕，這些貸款二年後全部還清。

選擇冰品生意是因為天機加上人和，家中的兄姊懂得技術，他負責從台灣進口原料和策劃經營，所有材料都從台灣進口，一開始茶典子就使用比一般波霸店多出的



●“茶典子”在河邊橡樹的店。

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較大型硬質杯子，時間久了，消費者覺得十分劃得來，加上材料都選用上好粉料，尤其他們品管嚴格，每一杯都現做，喝起來就是不一樣。

第二間茶典子的特色之一，就是可以按照客人的要求調製冰品。

黃崇仁說，目前茶典子不考慮購賣權利金式的連鎖經營方式，但是出售技術，並簽訂合約採用他的系列材料，這樣的合作方式有五家，都不在休士頓，連同他們自己的店，每一個半月要從台灣進一個四十呎的貨櫃，價值在三萬至四萬。

創業時才廿多歲，他說是帶著一些冒險的心態，能成功就是贏家，如果做不成，損失也不大。重要的關鍵在於他有家裡的技術，和台灣密切的關連，所有的原料都來自台灣，每半年他就要返台取經，考察台灣又有了些什麼新花樣，引為借鑒。



**James Han**

1980年來美  
1994年開辦Telecom公司  
近年投資地產，興建商場

● 右起James，太太Mary，員工Thkليا，Michael。



**James 手機王國 入主百利大道**

擁有一百多個經銷商的手機公司Telecom，成立迄今十年，每個月銷售量達2600個至3800個，成功的佔有西南區亞裔市場。老闆James Han，今年卅六歲，以高佣金將業務拉抬上來，創下佳績，即將在百利大道上興建第一個商場。

1980年當時11歲的James和家人來到美國，86年，父親在工作的便利商店被闖進的搶劫犯用槍打死，他也開始了就業生涯，高中畢業後他到餐廳打工，曾在金山餐館當服務生，94年，他和中國友人合資買下一個小餐廳，次年他賣掉持有的股份，開辦Telecom公司，銷售T-Mobil手機，從香港、新加坡進口最新款式。目前他的經銷點遍及全德州，也進入路易斯安那州。



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## 高額佣金建立凌厲銷售王國

手機，是一個新興行業，現在人幾乎人手一機，需求量大，相對競爭性也大，他如何在這個市場佔有一席之地，”能給”的大手筆，使他能創造出耀眼的銷售成績，他以高額佣金吸引經銷商，為他展開凌厲銷售網。

為何會想到從手機業投資地產，James 表示，手機業有起有伏，因此希望將資金分散到不同方向。商場位於百利大道與Cook街轉角附近的位子，問他是否看這個豎立的商場是他個人事業的里程碑，他搖搖頭並不以為意，除了百利大道的商場，在610還有一個商場興建計劃。

負責商場設計的華裔建築師關鎮銓認為，James做事乾脆公正，以他的年齡，將來應有更大的潛力。

手機店多如牛毛，何以他可以成功，James 笑著表示，除了努力工作還是努力工作，而他工作的動力是三個十一歲到六歲的寶貝孩子，早年喪父，從清貧的家庭一路走來，他要給子女安定良好的生活環境。太太Mary在公司裡掌管財政，他說，她管很多很多的錢。



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# Starting from Scratch:

## *The stories of Chinatown Entrepreneurs*

From rags to riches is not only a fairy tale. Three examples of success provide lessons and hope for all.

By Lotus Wu  
Translated by Jack Hsiao



Old Place Café  
Liu Xiong



Teahouse  
David Hwong



Telecom  
James Han

### *The Same “Old Place” in Chinatown*

One of Chinatown’s main restaurants, the Old Place Café has focused on cheap prices, good food, and hard work to become a cornerstone of Asian cuisine here today.

The Old Place Café in Houston is one of Chinatown’s main attractions. Although it is a small place, many people have heard of the store. The clean environment with the wooden tables and chairs exhibits a unique Chinese feel, and the vintage posters on the wall provides a cozy atmosphere for the Chinese Americans that are looking for something good to eat.

Speaking of eating, the Old Place Café serves its purpose as a restaurant extraordinarily. In the beginning, only six kinds of noodles were offered as meals. The founder, Mr. Liu, believed that the restaurant should focus on specializing in certain tastes and cuisines before expanding its menu. He especially emphasized the importance of “having your own taste” – the noodles served should not taste similar to other restaurants’ food. When processing beef, keep it simple; too much seasoning can only cover the original tenderness of the meat. Mr. Liu’s goal was to provide a cheap and tasty meal for everyone.

An average burger at a fast food chain costs around three



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dollars. With this price as a reference, one bowl of beef noodles at Old Place Café is \$3.95. The restaurant's priority is customer satisfaction. The customer always comes first, and Mr. Liu has worked hard to meet the needs of his consumer base. For example, one of the restaurant's signature plates, beef noodles, can be made differently to match every person's tastes.

Mr. Liu has not always been this successful in his endeavors, however. In 1983, he stepped off a plane at Bush Intercontinental Airport with only twenty some dollars in his pocket. When he saw the old Chinatown back then in downtown Houston, he started to have doubts on whether America really was the land of opportunity. Growing up in a family with a musical background, Mr. Liu played the French horn in the Beijing Percussion Band. When he reached America, he started working at different restaurants around town. His first stop was a dumpling store. The owner there told him if he could make a difference in the growing Asian community, he should work part time while going to school. Otherwise, he should just work full-time and make as much money as possible for a living. Because of Mr. Liu's background in music, he had absolutely no experience in cooking. Instead of feeling discouraged, he decided to learn from the beginning. He watched the other chefs make their specialties and replicated their actions. A half year later, he knew how to make all the plates and meals in the store, and whenever a chef would take off, the restaurant would get Mr. Liu to fill in. Nevertheless, his wage stayed the same.

Eventually, Mr. Liu switched restaurants, making a living

moving from one diner to another. During this period, his attitude was to work hard, not complain, and stay diligent. This lifestyle differed greatly from his days in Beijing as a French horn player. Before, he worked sitting down; now everyday he had to work standing up. The situation exacerbated to the point that he had to perform surgery on his feet to remove the swelling.

One day, a random encounter netted Mr. Liu as the manager of a booth at Diho Plaza's Big Ten Food Court. Looking back, this was the first step that he took in managing his own restaurant and business. Although he did not place any ads about his new booth, two weeks after the grand opening, people were already getting in line to eat at his place. Mr. Liu's food was cheap, tasted good, and customers felt that they were not being cheated. Even with the good name and popularity, working at the booth in Big Ten was a difficult task. Often times the cash in Mr. Liu's pocket would be soaked in sweat when he returned home. After a period of small profits, Mr. Liu decided to sell off the booth.

In 1997, a plaza was under construction off Bellaire Avenue. When surveying the site, Mr. Liu made up his mind to buy a space in the new Golden Plaza. With his credit line built from ten years of hard work in America, he borrowed \$50,000 for start up costs to what would eventually become Old Place Café today.

Today, Old Place Café is thriving. Two years ago, Mr. Liu opened another branch in Sugar Land. Who would have known that behind the smiling employees, clear kitchens, and cozy en-

 <p><b>\$91,000</b> 2 Bedrooms, 2 Full &amp; 1 Half Bath(s), 2 層樓 1963年, 1,012 Sqft, Galleria</p>	<p><b>\$1,000</b> 包水電 2 Bedrooms, 2 Full &amp; 1 Half Bath(s), 2 層樓 1963年, 1,012 Sqft, Galleria</p>	 <p><b>\$198,000</b> 4 Bedrooms, 2 Full &amp; 1 Half Bath(s), 高挑客廳 1985年, 2,511 Sqft, First Colony 模範學校</p> <p>Pending</p>			 <p><b>Gina Li</b> Cell: (713)591-0988 (832)276-6668 Broker Associate / Loan Officer</p>
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vironment laid years of tenacity, hard work, and determination?

**Teahouse: The Starbucks of Chinatown**

Imported from Taiwan, tapioca has become a popular desert in America – thanks to Teahouse and its founder Mr. Hwong

Driving a white Lexus SC430, wearing a t-shirt and jeans, the owner of Teahouse, Mr. Hwong, visits two tapioca tea stores in southwest Chinatown and River Oaks. Six years ago Mr. Hwong started his first Teahouse in the food court at Hong Kong Supermarket. Focusing on ice drinks and entrees at first, Mr. Hwong realized when the year ended that the entrée part of his business made too little profit and decided to focus all out on drinks from then on.

In November of 2002, Teahouse decided to open another branch in the suburbs of River Oaks. At first 75% of the customers were Asian, but half a year later the consumer demographics became half white and half Asian. Today, 85% of the business is from Caucasians, and the store is thriving.

“Because a majority of the mainstream society would probably not go to Chinatown to buy tapioca, so I opened a branch in their neighborhood and brought the tapioca right to them,” Mr. Hwong explained. He even imported the popular “internet café” idea from Taiwan and set up three computers in his store for customers to access the Internet. After ordering a drink, people can surf the net while relieving the boredom of waiting. Mr. Hwong

believes that free Internet in his store not only helps pass time, but can also attract customers who wish to access the Internet to buy some tapioca.

Teahouse’s history runs back to 1992 in Kao-Hsiung, Taiwan where Mr. Hwong’s older brother created the first store in front of Kao-Hsiung Hospital. This was during the tapioca boom in Taiwan, and within half a year, ten more tapioca stores popped up on the same street. When he was eight, Mr. Hwong and his parents came to America in 1983. Even when he was little, he tagged along with his father here and there to meet friends and talk about business. In 1999, Teahouse moved from Taiwan to Houston, opening in Hong Kong Supermarket. Mr. Hwong used three thousand dollars in cash and \$90,000 from the bank and credit card company to create his first business. At that time his father offered to help with the loans, but Mr. Hwong rejected the offer. He paid them all off in two years.

All the tapioca that Teahouse uses is imported from Taiwan. Because it started by using bigger cups and fresh materials to make its tapioca drinks, Teahouse was a hit from the beginning. The second branch specializes in making ice drinks according to customers’ wishes. Mr. Hwong states that Teahouse currently is not operating under the patents of a chain business. Instead, they sell their technical expertise, and sign contracts with other companies using the same type of materials. This cooperation extends to five different businesses, not in the Houston area. Along with Teahouse, these companies require imports of tapioca bimonthly of parcels up to forty meters long.



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Starting his business in his twenties, Mr. Hwong explains it took some risk and venture spirit. If you succeed then you are a winner, and if you do not, the losses are not that bad. The key in this business was his link to fresh materials from Taiwan and family experience in making tapioca. Certainly, after seeing the success of Teahouse, we trust his word.

**Telecom- the cell phone czar**

Telecom, a company that owns at least a hundred cell phone retailers, has sold 2600 to 3800 phones every month since its creation ten years ago. It has successfully carved its own niche in the southwestern Asian population. Owner James Han, 36, is about to build his first strip mall on Bellaire Avenue.

James first came to America in 1980 when he was 11. In 1986 his father was tragically killed in an armed robbery at their convenient store. James used this setback to spark his motivation, and after he graduated from high school, he started to work at Kim Sun as a waiter. Together, he and his friends bought a small restaurant in 1994, and a year later, he sold his stock in the company to create Telecom Inc. Telecom specializes in importing the newest T-Mobile phones from Hong Kong and Singapore. Today the company has stores all throughout Texas and has entered the Louisiana market as well. Because cellphones are almost a necessity in our world today, the competition in selling them is greater than before. Thus, James' success in wooing the wireless companies with good marketing skills and low commission is equally

impressive.

When asked why he is now interested in real estate, James states that the cell phone business has its ups and downs, so he wishes to spread out his funds and investments. His new strip mall is at the corner of Bellaire and Cook; for James, this mall is not really a personal milestone, but rather just another investment. Besides Bellaire, he also plans to build another strip mall along 610.

James' mall architect William Kwan -- commented to us on James' good qualities. He explains that James is a fair person, and with his age, he should have a lot more potential and opportunities in the future. Why does he succeed? To this question, James laughs -- besides hard work there is more hard work. His motivation? Three precious children at home. From a poor family and after suffering an early tragedy, James is determined to provide the best environment for his family. It seems that he already has.



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- 醫學中心—2房2.5衛2車庫，1600平方呎，全磚建築，包洗衣機、烘乾機、冰箱，24小時警衛，售\$148,900
- 糖城大屋—五年新，克里門高中，近四千呎，新油漆，新地毯，5房3.5衛2車庫，售\$349,000
- 糖城—三年新，近2700平方呎，高挑客廳，近惠康，

- 保養如新，4房2.5衛2車庫，售\$189,000
- 糖城—97年建，3250平方呎，4房3.5衛，樓下主臥室，客廳，餐廳木頭地板，瓷磚廚房，採光好，近59公路，保養如新
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