

THE MARKET

(from left) Make-A-Wish Foundation Associates; Anthony Marguleas, Broker/Owner, Amalfi Estates; Trevor Zien, Sales Partner, Amalfi Estates; and Neil Aton, President and CEO of Make-A-Wish Greater Los Angeles



INNOVATIVE PHILANTHROPY

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Pacific Palisades brokerage, Amalfi Estates, launches nationwide 10% giving challenge

Pacific Palisades residential brokerage Amalfi Estates has always taken pride in giving back to the community. Since 2015, Amalfi Estates has donated 10 percent of their commissions to five charitable organizations: The American Cancer Society, Make a Wish, SPCALA, Path Making It Home and Homeboy Industries. "The concept of the 10 percent giving challenge came about as a fun way to challenge other brokers and firms to give back to their communities. It felt right to see how we, as agents, could all come together to focus outward on the community and how much we can give back," says Anthony Marguleas, Broker/Owner of Amalfi Estates. Over the last few years, Amalfi Estates has donated over \$430,000 to charity. This year his small firm is on track to give away \$200,000, with the goal of giving \$300,000 for 2018 and \$500,000 the subsequent year. "By helping people buy and sell homes, agents are an integral part of the fabric of a community and giving back to a charity that the client can choose from allows a deeper connection with the client as well as the community," adds Marguleas.