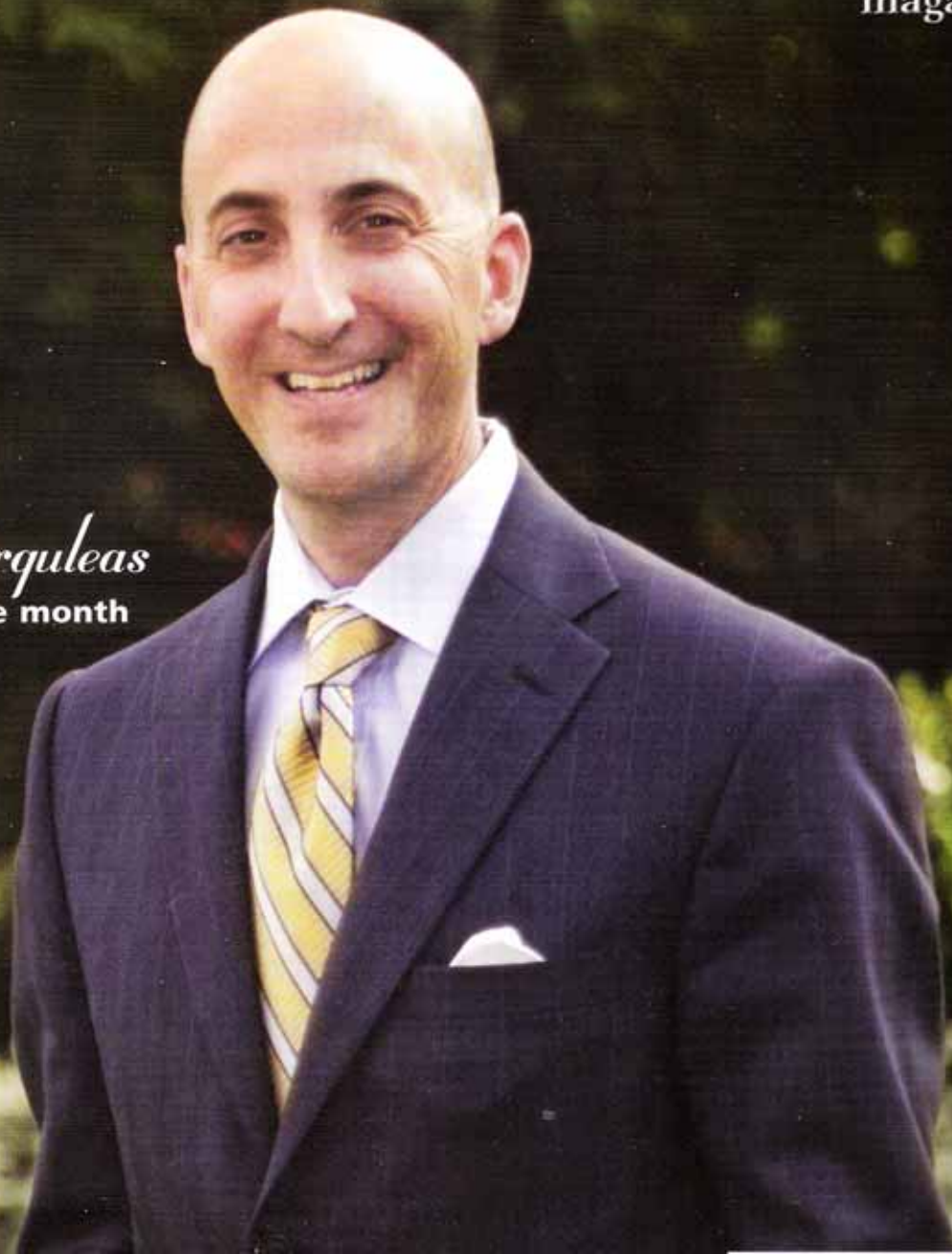


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BROKER★AGENT™

magazine

Anthony Marguleas
broker/agent of the month





Anthony Marguleas

The Return of the Boutique Real Estate Company
Amalfi Estates

when the typical number is five. The company has even rented a helicopter to do aerial photography during house-hunting for clients.

"We definitely think outside the box in coming up with ways to improve service to our clients," said Anthony, the company's founder and its top agent.

One of the features most appreciated by Amalfi Estates' sellers is their Home Make Over service, which they provide at no additional cost.

"If a property needs updating or is in disrepair, we come in and spend up to 100 hours doing whatever work needs to be done," said Anthony. "We will bring in handymen, painters, hire subcontractors, and oversee a staging company to add furniture."

One home the company applied this service to was initially valued by a large competing real estate firm at \$1.995 million. However, after the Amalfi team worked its magic, the house received three offers for \$200,000 over the estimate.

"We have proven time and again that with this service, clients will get five to six times return on their investment," said Anthony, referring to the cost of the work.

The company's excellence extends far beyond preparing homes for sale. Anthony's extensive market expertise is just one of many aspects that make him so revered and his company so admired. When combined with his knowledge base regarding everything from contracts, to evaluations, to scouting locations for showcase homes used on reality television programs, it is easy to see why he has come to be regarded as one of the industry's foremost authorities.

"Anthony represented us in the recent sale of our home in Pacific Palisades," said Marguerite M. Dorn. "He was prepared, persuasive and articulate in his approach. He devoted considerable time explaining the overall market picture as well as the implications for the sub-markets in the Palisades. He offered suggestions for marketing and pricing the house as well as substantive recommendations for any necessary repairs. We were thrilled to have found an agent in whom we could place our complete trust."

Added Anthony: "I enjoy passing my knowledge on to my clients, and I always keep my eye on what's happening in the market. I pay attention to anything that's working well, and keep my clients informed of things they wouldn't know about otherwise. It's thorough service—more so than people would expect from an agent."

A side benefit to being so attuned to the market is that Anthony is often so well informed he is able to teach the experts a thing or two, as was

It isn't often today that you encounter a real estate company that doesn't want to rule the world. More common is the company that can't wait to open office upon office, growing and expanding at the expense of a strong foundation.

But get to know Anthony Marguleas and the inner workings of his well-respected, 11-year-old company, Amalfi Estates, one of the leading independent real estate companies in Los Angeles, and you'll see why all the things that make them different also make them better.

"We are unique in a lot of ways," said Anthony, whose talented team includes two full-time showing assistants and a client relationship manager. "We're a boutique real estate firm, and there aren't a lot of us left. We provide the highest customer service in representing our clients in the luxury home market. We are always looking for experienced agents who are professional, ethical, and share our dedication to clients, but I don't want to expand at the risk of our core values, because the integrity that is at the heart of this firm is what sets us apart."

The company showcases its uniqueness through special touches such as: providing valet parking at open houses, doing full-day professional photo shoots and preparing customized marketing and advertising, renting limos for buyers touring homes, and putting out 15–20 open house signs



the case when he uncovered an interesting fact regarding reporting what a home sold for, privacy issues, and the Multiple Listing Service (MLS)—an idea the *Los Angeles Times* picked up and turned into a lead story that ran on the front page of their Sunday real estate section. It all harkens back to Anthony's understanding that the more he knows, the more effective he can be for his clients.

"When I first started this company, I did an incredible amount of research," said Anthony. "The average real estate agent is required to do 20 hours of continuing education in their first year; I did 200. I also achieved as many real estate designations as I could. The learning process is ongoing; I love learning new things about real estate contracts or software that will help protect my clients even better and save them time and money."

That thirst for knowledge is matched by his unending perseverance, which has been paying dividends from the moment he decided to open the business.

"My background is in real estate development and real estate finance," said Anthony. "When I started Amalfi Estates, I saw there was a niche for this kind of business offering very personalized service in a boutique environment."

When he applied his studies to his already well-cultivated understanding of service-oriented businesses, he created a firm that broke the mold.

"Working with Anthony on a second purchase was an even better experience than the first," said Matt Candler. "Without a doubt, he is one of the hardest working, most diligent and reliable services that I have encountered. In terms of customer service, following up, and following through, he is clearly one to take lessons from."

"Our mission is whatever is in the best interest of the client. My goal is to elevate the real estate profession, because people don't always think of agents as professionals," added Anthony, whose forthcoming book will further highlight the goals and ethics that distinguish his team.

Anthony has no doubt succeeded in elevating the profession, which is made easier by virtue of the fact that he truly loves what he does. "I have a passion for what I do, and it goes beyond dollar volume," said Anthony, who has been happily married to his wife Sue, a former pediatric nurse, for 13 years, and is the father of four young children, Max, Sam, and twins Jack and Anna.

Anthony met Sue 15 years ago when she was his nurse. He was being treated at Lucile Packard Children's Hospital at Stanford for rhabdomyosarcoma, a rare disease normally found in children. He was 26-years-old, and the cancer was spreading.

"Sue was amazing and she helped give me the encouragement to get better," he said. Even though he was going through some tough times—six months of radiation, chemotherapy and a bone marrow transplant—she fell in love with his spirit; they married two years later.



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His experience has led Anthony to become involved with several charitable organizations, including the American Cancer Society and Facing Forward (which helps children with cranio facial abnormalities), and he is committed to giving back to his community. "Going through cancer at an early age, I saw many kids not make it," he said. "I realize how precious life is and that every day is special, so I do my best to give back to others. I am so grateful for what I have. This philosophy and appreciation has translated to my clients as well. For me it's about more than just customer service. My goal every time I meet a client is to get a letter from them stating how satisfied they were with my service. I want to exceed their expectations"

Judging by the multitude of clients who can't wait to put into words how happy they were with their experience and refer him to others, Anthony's goals are more than being met.

"I have worked with Anthony on two real estate purchase deal, one sale, and one rental deal over the last three years," said Don Parnett. "While many things have impressed me about Anthony, the most outstanding aspects are his dedication to his clients, his in-depth knowledge of the local real estate market, and his professionalism and integrity. Anthony consistently does what he says he'll do, does it well, and does it in a timely manner. He follows up with things (everything!) and that seems to be a rare quality in people these days. He was extremely thorough in understanding our needs and wants, in searching for the properties that met our needs and did not waste our time just showing us what was available. His ability to comprehensively analyze the properties for our needs, identify how

they compare with other potential properties, see what the true value of the property is, and therefore determine what the right bid price should be, combined with his expert negotiating skills, saved us well over \$100,000 on each of the two purchases we made. We have recommended Anthony to everyone who was looking to buy or sell a home on the Westside of L.A. I can't emphasize enough how this is the guy you want on your side in today's high-stakes real estate market."

One of the many things that distinguishes Amalfi Estates is the company's technological savvy. "I am proud to say our website, www.LAestatehomes.com, was voted No. 1 in the country in 2002 out of approximately 1 million sites," said Anthony. "We have almost 300 pages of content and nearly 250,000 visitors per year. It is critical for our sellers and buyers to have that access. We have created private websites devoted to each home as well as individual password-protected sites where clients can go to view all their real estate documents online."

One property recently featured on the website is a French Chateau; although most of the listings the company takes on are concentrated on the Westside and the San Fernando Valley, occasionally something comes along that encourages them to stretch their geographical boundaries. Anthony's marketing expertise even got the chateau featured in Kiplinger's and resulted in clients contacting the firm from all over the country.

Their website also offers a wealth of information about market forecasts, real estate trends, and numerous other issues that might be of importance to Amalfi's clients.

"I didn't have much hope for finding someone I could either trust or respect," said Carole Unter, who needed to sell her elderly mother's luxury condominium. "But Anthony's points were so well thought out, his preparations so complete, and his knowledge so apparent, that I handed over the keys and sighed with relief that my part was done. I listened to the regular updates from his team more out of gratitude than anything else. I seriously never gave the condo a thought until I got the call, on day three after the condo went on the market, saying we had our first full-price offer. We are so grateful."

Carole's sentiments are shared by so many people who have discovered the difference a truly service-centered boutique company like Amalfi Estates can make. Whether it is searching for a discerning client, or preparing a home for sale by showing it in its very best light, or passing on Anthony's extensive knowledge of every aspect of the business through his company's top-ranked website or one of his many other pursuits, he and his team are always seeking to demonstrate the commitment to customer care that should characterize the business. Leading by example, they have created an environment ripe for success—one that has joined together the right foundation, the right people, and the right outlook to make a real difference for their clients and the real estate community as a whole. ★

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