

EDITORIAL

A Realtor's Offer To Enrich Parade

In our January 21 issue, we published an article announcing that local real estate agent Anthony Marguleas was offering to help finance the town's Fourth of July parade in a major way.

Marguleas, who is founder and president of Amalfi Estates in Pacific Palisades, explained how he has always loved the parade and that he was aware of organizing committee's annual battle to raise the necessary funds (close to \$90,000 this year, including the fireworks show at Palisades High). So he came up with the following offer:

"I will donate 100% of the commission from one of our residential sales or purchases this year to the parade organization when a homeowner calls us to list their home for sale or asks us to represent them when buying a home—and designates the Palisades Americanism Parade Association as the charity recipient."

Marguleas, who lives in the community with his wife and four children, said the donation should hopefully be in the \$50,000 range since that is the commission on a \$2 million home. But in the past year, he has sold listings ranging as high as \$9 million.

"When we list someone's home in this donation process, we would still pay all typical marketing expenses, and the client would receive the same excellent service they would expect from us," Marguleas said. "We would get no tax deduction because we want to make sure the parade gets 100% of the commission: the proceeds would be paid through escrow."

In order to maximize the benefit to the parade, Marguleas' offer will be focused on homes in Pacific Palisades, Santa Monica and Brentwood.

"My goal is to donate 100% from two of my residential sales to charitable causes annually," he continued. "My business has been doing well, even in these challenging times, and we want to give back to this great community and hopefully make a small difference."

People interested in learning more details about Marguleas' parade offer and enlisting his services should contact him at (310) 293-9280. His office is located at 984 Monument.

"This is an amazing offer by Anthony," said PAPA president Scott Wagenseller, "and we hope we can be a beneficiary of his generosity. Our volunteer committee has to basically start from scratch every year to raise more than \$80,000 to pay for the parade and the fireworks show at Palisades High. We rely on contributions from hundreds of residents and business owners, plus sizable donations from two or three sponsors. Anthony's donation would enable us to build up a much-needed reserve fund."

Here at the *Post*, we also urge residents to give serious consideration to this extraordinary offer by Marguleas so that the parade can finally build a rainy-day fund this year.