

# TOP AGENT

MAGAZINE

Anthony  
Marguleas



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Amalfi Drive in the Palisades Riviera is one of the most sought-after stretches of real estate on the entire Westside of Los Angeles. Perhaps nothing so perfectly represents the upscale allure, the glamour, the regal, refined, yet relaxed nature of the Palisades than this gently winding street and its history of providing shelter to some of the most well-known celebrities (Douglas Fairbanks, Whoopi Goldberg, and Steven Spielberg, to name just a few). It is only fitting, then, that Amalfi would also become the embodiment, and hence the name, of the promise of real estate excellence on the Westside provided by Anthony Marguleas and his highly respected real estate company, Amalfi Estates.

“My objective when I first got into this business was to be the kind of agent that I would want when buying or selling a house,” said Marguleas, who has individually sold more than \$300 million in properties, earning him a reputation as one of the nation’s top agents. His experience owning a real

estate development and mortgage company also brought an important foundation to his real estate training. “Service that went beyond the norm. A true advocate for your needs. Open communication. Real effort and creativity. It sounds easy enough, but for some reason, that kind of service was not typical, and lesser service had come to be expected. I wanted to be a different kind of agent and offer a different kind of company.”

Which is precisely why Marguleas, a Pacific Palisades resident who is involved with several local and national charitable organizations, started his own firm, and why he continues to maintain its core values today.

“‘Boutique service’ is a term that gets thrown around a bit today, which is unfortunate, because it dilutes the meaning,” he said. “It has always been my goal to provide personalized, specialized service within a boutique environment, and that’s what I continue to dedicate myself to today.”

That dedication goes far beyond preparing a simple marketing plan and printing out a report of new properties. His marketing plans are legendary, utilizing innovative and creative ideas such as the cover of a luxury magazine publication, a full-page ad in the local newspaper (a size typically reserved for firms with 100 agents), and open houses at off hours that utilize specific positioning to appeal to a direct market segment.

“We had a home that was nearby a renowned elementary school, and we had a golden opportunity to appeal to families with school-age kids,” said Marguleas. “We scheduled open houses to coincide with the end of the school day, and placed signs around the school during pick-up time that spoke directly to parents, such as, ‘Wouldn’t you rather walk your kids to school?’”

For another property, Marguleas employed ingenious thinking to help the home realize its full potential. “We had a home where the photography did not do it justice,” he said. “The positioning of the house on the street made it difficult to take better pictures in a traditional manner.”

Marguleas's answer? Get a 60-foot boom truck. The resulting aerial view photo not only showcased the home's unique qualities, but also impressed the client.

Marguleas's outstanding service is not limited to his sellers. Realizing that there were limitations to his communication with buyers during property tours, Marguleas decided to get out from behind the wheel.

"We hired a driver to take us from home to home, which enabled me to better educate my buyers on different areas, focus directly on them, and save them hours of time," he said.

Focusing on the client. It's a recurring theme at Amalfi Estates. You can see it in the online database of the more than 1,700 properties Marguleas has toured, thus providing an important basis of local market research. And in the in-house copywriting and public relations services he provides to his clients to create professional, compelling content that maximizes exposure for his homes. In the Google Docs created for each of his company's homes, which are updated continually and shared confidentially with clients, giving them access to feedback and real-time updates on showings. You can see it in the use of DocuSign, which allows his buyers and sellers to send electronic signatures instantaneously. This not only saves reams of paper and time—saving an hour can be the difference between getting a contract signed and missing out on an opportunity—but makes the full color original contracts easy to read. And in Marguleas's vast expertise in everything from contracts to evaluations to the inner workings of the Multiple Listing Service (MLS).

In fact, he is such an authority on real estate that he has published or been quoted in more than 80 articles—many of which can be found on the company's thorough website, along with information about different neighborhoods, real estate trends, and market forecasts—and written two books, and has been profiled on ABC News and the Fine Living Network, as well as in *The Wall Street Journal*, *Consumer Reports*, and the *Los Angeles Times*. Since 2004, Marguleas has also guest-lectured for UCLA's Real Estate Principles class each quarter.

While his expertise is certainly noteworthy, so too is his time commitment. Thanks to a combination of

high energy and a mind that never turns off, it is not unusual for clients to receive emails from Marguleas in the middle of the night, providing updates or information that couldn't wait till morning.

"Anthony is the hardest-working person I know, and he never stops thinking about what else he can do for his clients," said Tim O'Brien, President/CEO of The Personal Branding Group, Inc., and leader of Rainmaker U., a top business coaching program. "He commits himself fully to a process. He is likable, knowledgeable, polished, and professional, but most of all, he works his butt off. He is constantly asking for and looking for more—more to learn, more ways to succeed, more techniques."

The average real estate agent is required to do 20 hours of continuing education in their first year; he did 200. The typical real estate agent does their required maintenance. Marguleas relishes the opportunity to continue to learn and grow, achieving impressive real estate designations including: Certified Luxury Home Marketing Specialist, a degree achieved by only the top 1% of all REALTORS® nationwide, and a designation as an expert negotiator, having completed the highly respected KARRASS Seminars negotiating course.



This decidedly different approach has not just been appreciated by his clients over the years. It has been celebrated.

“The experience of working with Anthony was refreshingly quick and pleasant,” said client Josh Resnick. “Anthony’s attention to detail, thorough research methods, expertise, and, most importantly, honesty and integrity, are most impressive qualities. He is the most professional and effective real estate broker I have ever worked with. Because of my recent experience with Anthony, I have enthusiastically recommended his services to over a dozen of my coworkers and friends.”

Added another client: “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 industry in general, and his professionalism and integrity. Anthony is one of the few people who 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. His ability to comprehensively analyze the market combined with his expert negotiating skills, saved us well over \$100,000 on each of the two purchases we made. I can’t emphasize enough how this is the guy you want on your side in today’s high-stakes real estate market.”

Marguleas’s experience navigating almost every type of market is an especially invaluable factor for clients.

“This is an ever-changing and constantly evolving industry,” said Marguleas. “There is always a new law, a new nuance, a new market shift. I don’t have any interest in doing anything halfway, and I know that is why I have been fortunate to enjoy consistent success regardless of what is happening in the market.

“The end goal in real estate is client satisfaction,” he added. “If your clients are not happy, you won’t be around very long. I feel truly fortunate to be able to act every day on the best interests of my clients, and to be an advocate for their happiness. This business doesn’t just support my team or my family—my wife, Sue, and my four kids—but also my ideals. I have the opportunity to help my clients find a home

they truly love and help them to build a life and a family, to sell a home and move up or move on.”

Even in the downtimes of the real estate market, when many agents found themselves scrambling, revamping their client list to capture the swelling REO market, or changing careers altogether, Marguleas managed to continue the upswing, boosting his year-over-year numbers.

“There is movement in any market. The parameters may change, but if you have a solid foundation in the way you do business, have a positive attitude, and have regularly connected with your clients, you’ll set yourself apart,” he said. “I was very pleased and proud to see that through the transitioning markets, my clients continued to trust in me and refer me to their friends and associates. Ultimately, real estate is not about sales, but about the difference you make in people’s lives. That is what continues to drive me every day.”

The vision Anthony Marguleas had for his company when it was founded in 1995 remains unchanged. Whether he is providing outstanding service to a celebrity, a captain of industry, or any discerning buyer or seller, he approaches the business of real estate more like an art form, using the imagery and inspiration of Amalfi to provide a worthy metaphor for the company’s prestige and promise of real estate excellence.



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