

TOP AGENT MAGAZINE



Keller Williams Los Feliz: The Anatomy of a #1 Office



With Manager and Team Leader Anthony Vulin at the helm, Keller Williams Realty Los Feliz/Downtown has significantly ramped up sales over the last 3½ years catapulting the company to the top spot as the #1 office on the east side of Los Angeles. There is no office located from Hollywood to Downtown that has sold more homes and closed more deals.

The company's proliferative growth began when Anthony assumed leadership in 2007. Then, the office had 80 agents and ranked #4 on the east side. According to Anthony, his team's phenomenal results can be credited to a number of initiatives, but the most important factor is the embracement of their team-minded culture, which Anthony carefully cultivates. "Our growth can be attributed to recruiting talented agents and the culture in the office. Our office is like a family, everyone cares about each other and wants to help each other," he said.

Today, complete with 170 skilled agents, ongoing professional workshops, regular events with local artists and charities, and a deep connection with and appreciation of the community, the company's success speaks to the validity of Anthony's approach.

"We're very agent focused," said Anthony. "One thing that stands out about our team is our Agent Leadership Council or ALC, which is comprised of top agents in the office. They control how the office is run." The democratic management structure ensures that the office reflects the group as opposed to an individual. It helps hold management accountable, while ensuring sales and marketing goals are met. It also helps agents understand the company is their company and success is earned and shared as a collective. "I as manager can't say I'm lowering people's splits, the agents have to vote on that," Anthony explained.

"Because we're focused on production, we have productivity coaches. We have education every single day, but we also know how to have fun," said Anthony, who is just as diligent in scheduling roller skating outings, hiking, and cookouts as he is in planning professional development seminars. "We do things that a family would enjoy," Anthony added. "My goal is to coach the agents to build their business while also creating joy here. I bought a barbecue for the office. Every time we reach a goal we have a barbecue on our upper promenade deck."

The Los Feliz/Downtown team has had a lot of cookouts as of late; the team broke their record for the number of units closed in a month, which positions them as one of the Top 10 offices in L.A. County for units sold in the last 12 months—they are the only office to have done so on the east side.

"Our number one asset is our culture," said Anthony. "When everyone is happy, everyone wants to help, the office grows, we're profitable, and all of our goals come to fruition."

To learn more about Keller Williams Realty Los Feliz/Downtown Los Angeles, located in the heart of Los Feliz, log on to kwlosfeliz.com or call (323) 300-1002.