

TOP AGENT MAGAZINE

Pete Buonocore: Core Values

by Michelle Llamas



Before Pete Buonocore became one of Los Angeles' top real estate agents, he was a high powered executive entrenched in the world of corporate America. Working for such high-end retail giants as Guess Jeans where he was the Chief Financial Officer of the Retail Division, the importance of exemplary customer service and top notch performance was ingrained in him. He also proved to be a talented negotiator, and often the deals he saw through to successful fruition involved millions of dollars. There was no question about it—Pete was on top of the world. There was just one problem. “I was climbing the corporate ladder and was extremely successful, but I was miserable,” says Pete. “I began to feel unfulfilled personally.” His life had become all about “chasing the next promotion” and stepping up the next rung of that ladder, but his competitive nature kept him in the game.

Finally, Pete's corporate life had taken a toll on his personal life and his marriage. “My wife didn't like the person I had become as a result of my corporate career. That was when I decided to do some serious soul searching.” After a year of re-evaluating his life, he decided to follow a passion rather than an income stream. That passion was real estate.

Now as a REALTOR®, he takes the impressive skill set he acquired from working with retail giants and his fierce competitive spirit to his true calling as a real estate advisor for his clients. His background in finance, including an MBA from Columbia Business School, and vast knowledge of the local market are a winning combination when it comes to advising his clients and getting them the best investment value.

Jason Wolk, a producer, is one of Pete's loyal clients. “I have closed about 15 deals with Pete, and he has represented my family on both the buying and selling side, including primary residences and investment properties. The biggest asset that separates him from other REALTORS® is his transparent approach to the work. Pete does not have an alternate agenda when working with a client and does not slant the buying or selling process for his own personal gain. Pete is a workhorse and is always available to his clients throughout and after the process!”

“My philosophy is really about getting to the truth with my clients. I find out what is best for their circumstances and give them honest advice on what might be best for their situation,” says Pete. If what is best for the client is not to sell or not to buy, Pete advises them to wait. Regardless of how it affects his bottom line, he always does what is in his clients' best interest.

As a result of his approach, the majority of his business is referral based and he has been a top agent in every office he has had the pleasure of working in, earning numerous accolades and awards for his production. Together with Tricia Garalde, his indispensable administrative assistant, Pete has been providing excellent service to his clients for several years.

For Pete, it is an exciting time to have a career in real estate. “My ultimate goal is to develop a long lasting relationship with a client that includes referrals from family, friends and neighbors,” says Pete. “It isn't simply about the commission check. It is about truly serving my clients to the best of my ability, and I welcome other agents with the same work ethic to the Core Group!”



Pete Buonocore
Core Group LA
Keller Williams

Direct: 310.734.2118
Office: 310.734.2118

pete@coregroupla.com
www.coregroupla.com