

TOP AGENT MAGAZINE

PETER DARADICS



Peter Daradics doesn't mind admitting that he's a man with only one thing on his mind. In fact, Peter is so driven by this desire that it's the very first thing he tells new clients, looking them right in the eye and informing them of his intention to earn their referrals by the end of the transaction. Given the veteran REALTOR'S® warm manner, disarming candor and industry knowledge, it's unsurprising that Peter can credit 99% of his multimillion dollar a year business to client referrals.

Born and raised in Southern California, Peter was fascinated with business from an early age, inspiring him to pursue careers in marketing and advertising after college. Driven by the need to be challenged and surrounded by people, Peter diversified his resume with positions in a variety of fields, eventually settling into broadcasting where he parlayed a career selling air time into ownership of the station, which catered to rock and roll fans. When he received an offer to purchase the station that was ultimately too alluring to resist, Peter set his sights on turning his personal enthusiasm for real estate into a full-time job.

Although several companies vied for his interest, Peter saw a fit with Troop Real Estate, drawn to their comprehensive training, stellar reputation and dominance within the local marketplace and has stayed with the agency since getting his start in 1999. Rounding out the resources Troop offers are those Peter receives through his affiliation with coaching gurus Buffini & Company and his certification and membership in REOMAC, strategic relationships aimed at boosting the level of service he can offer clients.

"Everything I do in business goes back to making myself worthy of a client's referral," explained Peter. "I listen to my clients and work to meet their needs and hold myself accountable throughout every step of the transaction. If your focus is on the relationships rather than the transaction, you can be successful both personally and professionally at the same time."

Also driving Peter is his Christian faith and the knowledge that God is always watching. This divine observation means that any lapses in integrity have to be explained not only to his clients but to God, his Abba Father. "My faith grounds and inspires me to be my best every day and to help those in need using my gifts and skill set." Apparently Peter's high ethical and moral standards are paying off as many of his referrals originate from members of his church, which he shares with fellow worshipper and co-worker Terri Mallord.

Like every professional with a true passion for his work, Peter strives to attain balance between his personal and professional worlds, no easy feat for a man whose solid reputation for exceptional service keeps his phone ringing at all hours and inbox overflowing. Still, he manages, going so far as to carve an entire day out of each work week for time with his youngest daughter. "If you don't make time for memories and opportunities, they won't come," intimated Peter. "My life is blessed not only because people choose to trust me with their investments but because I invest myself in the people I love. As a result, I am continually growing into the best version of myself as an agent, a Christian and a family man."

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