

TOP AGENT MAGAZINE

by Michelle Llamas

The Power of RED



When real estate icons John Barrentine and Morgan Pasco joined forces, they were both united by the desire to create a simple yet powerful brand based on quality relationships. RED was born and the high performance team has developed a reputation for getting results that precedes them. Aside from experience, perhaps the quality that is most apparent about the talented duo is the sheer amount of excitement and passion they bring to the table.

With a staggering amount of expertise and knowledge of the Westside, Sunset Strip, West Hollywood, Miracle Mile, Carthay and Hancock Park areas, the two charismatic agents come together in a way that is a winning combination for their clients. Their experience also allows them to counsel clients on the wealth building opportunities available to them in real estate. Through an artful melding of technology and marketing savvy, RED has become a sheer force in the industry. Individually, John and Morgan's talents add to their synergy. John has a talent for organization and problem solving in tough situations. "I am the massage therapist," laughs John. Morgan is a master at building relationships and putting people together. "What I love most about this business are all the incredible people we are blessed to work with," says Morgan. John adds with a smile, "Where Morgan is, the business is!"

Having RED involved in a transaction virtually guarantees that everything runs as smooth as possible. For this reason, their referral business grows more each year. Karl Zilles shares his experience, "Morgan and John did a great job looking out for our interests throughout a complicated house purchase. Buying a foreclosed property can be a little nerve racking, and their experience was invaluable as we evaluated the property and negotiated with the seller."

Not only do their clients value them, but so do their fellow agents. As experienced professionals and excellent educators, they often hold education seminars for new and experienced agents at their Keller Williams office. Team Leader, Ophir Adar, has nothing but praise for the team. "RED has developed into a recognizable brand in a short period of time. Being on the cutting edge of technology and marketing while always focusing on their clients' immediate needs embodies their core philosophy. We are thrilled that RED has brought their years of experience, their integrity and unsurpassed level of professionalism to Keller Williams Hancock Park."

After nearly three decades in the business, John and Morgan's passion for providing excellent service only grows more each day. In fact, they look forward to expanding their business by welcoming driven agents to the team. RED is excited to continue providing their unique brand of service. After all, real estate looks better in RED.

**John Barrentine
and Morgan Pasco**
Keller Williams Realty

Direct: 310-276-6656

Office: 310-432-6409

www.RedRealEstateGroup.com



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