

TOP AGENT

MAGAZINE

TODD MARKS



Todd Marks—Expect the Extraordinary



In the business of real estate, what separates the ordinary from the extraordinary is the desire to go above and beyond. It is that one extra degree of dedication, passion and innovation that separates the average agents from the true industry greats. Todd Marks is that extra degree. In fact, if anyone can be said to have the “Midas touch,” it is Todd Marks. This real estate golden boy has consistently ranked in Prudential’s top 1% nationwide and among the top 100 Prudential John Aaroe real estate agents in Southern California. As a result of his superhuman dedication to the highest echelon of premiere customer service, he has built an impressive billion dollar real estate empire and his name is iconic in the greater Los Angeles area. His excellent reputation has garnered him the respect of his clients and his colleagues alike.

“As a real estate developer here in Los Angeles, Todd has represented me on both the buy and sell side on several deals,” says Greg Schoch of Black Horse Development. “Todd brings to the table years of experience, professionalism and market insight that is ahead of the curve. Even after my due diligence, Todd helps to guide me with his objectivity. Five stars!”

A self professed “salesman since birth,” the Hollywood born real estate agent had always been an overachiever and top performer in his previous business endeavors by being committed to excellent customer service and having a natural inclination for business. What first drew Todd to the business of real estate was the desire to bring a new level of professionalism to the industry—a goal he maintains today. Already a prolific investor in real estate, Todd found that the natural progression was to obtain his real estate license and assist others in achieving their own real estate goals. With his already large contact base and a dedication to portraying a professional image and high caliber of service, Todd’s business took off at a rate beyond his own lofty expectations.

Todd’s dedication to constantly thinking bigger spurred him to assemble a team of some of the industry’s finest. Capitalizing on the power of his name and reputation, he took his flourishing business to even greater heights than before. The result is the Todd Marks Luxury Estates team. The goal of the team is to provide each and every client with the same “white-glove” service regardless of the property’s price point or location. “The people on my team all share the same work ethic—we make each client feel as if they are our only client. I have zero flexibility on

the quality of service we provide. This is not a 9-5 job, this is a real business and our clients hire us because we are professionals that get the job done,” says Todd.

Jonathan Bergman, a long time client of Todd’s, attests to the expertise of the team. “Working with Todd Marks was certainly the smoothest business transaction I have ever been a part of. Todd and his staff took care of all the details of the sale of my home from start to finish in a dedicated and professional manner. I was very impressed by his strategic marketing and ability to thoughtfully set up the house for showings, highlighting the home’s assets and selling points. He was always on time, always called when he said he would and always made my best interest his first priority.”

When it comes to showing homes, no one does it better and more efficiently than the Todd Marks Luxury Estate team. “It isn’t just a matter of flipping on some light switches,” says Todd. “My team will make sure the home looks its best before the buyer arrives. We will water plants, wash off the driveway, turn on some music and really bring out the best in the home. If a client does not have time to take care of last minute repairs or clean up, I will hire someone to do it for them.”



Todd’s commitment to professionalism is more than appreciated by some of his most loyal clients. Allan Warnick says, “I never realized what great agent could be until I worked with Todd Marks. Whether buying or selling a home, Todd makes it a pleasure. We have worked together on several transactions over the years. Todd is kind, thoughtful, direct, realistic, honest, reassuring, and knowledgeable. In short, Todd is the ultimate professional. I wouldn’t consider buying or selling a home with anyone else but Todd.”

In addition to his dedication to flawless service, Todd is also a veritable marketing genius—a talent that he passes on to his clients. “The most important part of my business is marketing,” he asserts. “For all the years I have been in the business, I have consistently built on my marketing portfolio to bring more value to my clients and get them even better results.”

The key to Todd’s marketing arsenal is innovation and he spares no expense in order to keep himself head and shoulders above the competition. Quite simply put, he isn’t afraid to spend money to make money, and few agents have the financial muscle to embark on the truly novel marketing campaigns Todd has rolled out. He shares, “One of the great campaigns I came up with was called the ‘Todd Marks Stimulus Package.’ If a client listed a home with me and could not make the mortgage payments, I would offer to buy the home.” The “package” was advertised via a full page ad in the Los Angeles Times and received a great response. In addition, he also employs unique and unconventional methods of personal marketing including placing ads in movie theaters and using one hundred dollar poker chips as business cards.



An integral part of Todd's professional image is always dressing for success as well as being a natural trendsetter. "I bought a white Rolls Royce Phantom because no one else had one. Now, it has become a part of my branding," asserts Todd. He smiles when asked about his reputation for being "flashy and flamboyant." "It isn't a matter of ego; it's a matter of being an individual and a professional, being my own competition and always stepping up my game. I dream big and think bigger. Sure, I am flashy and flamboyant, but I work extremely hard and treat other agents with respect. Other agents like working with me because I really do go out of my way to be a nice guy. It is my philosophy that agents on opposite sides of a transaction should really work together, not apart."

Todd also makes it a point to stay involved in the industry, whether it is through mentoring other agents or meeting with Mastermind groups comprised of power agents from across the country. To keep himself sharp, he regularly works with top real estate coaches including Mike Ferry. "The important thing is that I am always improving myself, I saturate my head with high energy, positive ideas," says Todd who also learns from inspirational icons like business moguls, T. Boone Pickens, Donald Trump, Warren Buffett, Steve Wynn and Jack Welch whose books are on his reading list.

"I never get complacent," shares Todd. "Regardless of how incredible my business is doing, I start from zero everyday. I have quite a few referrals from satisfied past clients

and repeat business, but that is just gravy. I am on the phone like clockwork a few hours a day prospecting and connecting with people. I also network at two or three charitable events a week. If you really want to continue growing your business you have to keep working, and I get a rush from putting people together, being a facilitator and making deals happen."

Balance is also important to Todd and part of making sure he is always in top form is subscribing to his philosophy of "working hard but playing harder." "I go to Cabo three or four times a year. I also take the time to make a trip out to Vegas. Four days a week, I go surfing. It is all about time management and making every minute count."

There are no secrets to Todd's success; he is simply a different breed of agent. In the business world, there are those who are led and those who are leaders. Todd has proven himself to be the latter. Despite his achievements to date, ask Todd about his hard earned success and he will say that he is just getting started. True to form, currently, he has himself on the fast track to a glamorous retirement including plans to build a "palace" on the sand in Malibu and the "ultimate" home in Bighorn Golf Club in Palm Desert. For Todd Marks, being extraordinary is simply a way of life.