

# TOP AGENT MAGAZINE



## SAM REAL

Sam Real never intended to be the top-grossing agent at Nest Seekers International of Beverly Hills, in fact he never intended to be a REALTOR® at all, but that's exactly what happened after a blessing disguised as a layoff left him rethinking his career path. Now, seven years later, he finds himself a rocketing star in the L.A. real estate game. Ever gracious about his success, however, Sam is reluctant to attribute it to anything more than common sense: strive harder, keep learning, and, above all, listen with sincerity.

This sincerity distinguishes Sam. It's in his voice when he says he enjoys every aspect of his work and, most especially, getting to know clients. "I love realty's array of personalities, learning to navigate so many different character types." Sam prides himself on his desire to honestly read people, to be the sort of agent who goes with a given client's personality flow. "It's not about me, but about each step of the process, when to support or lead, to advise prudence or encourage leaps."

In addition to the three elements of Sam's common-sense recipe, creativity also plays a major role. After all, it was creativity that first drew Sam to California. Having graduated Arizona State with degrees in Economics and Communications, Sam moved back home to New Jersey with the dream of becoming a talent agent. When a prime L.A. agency offered him a position, he packed his bags and headed west. However, after a year of quickly climbing the agency ranks, his burgeoning career was shaken amongst the 2007 Writers Guild strikes.

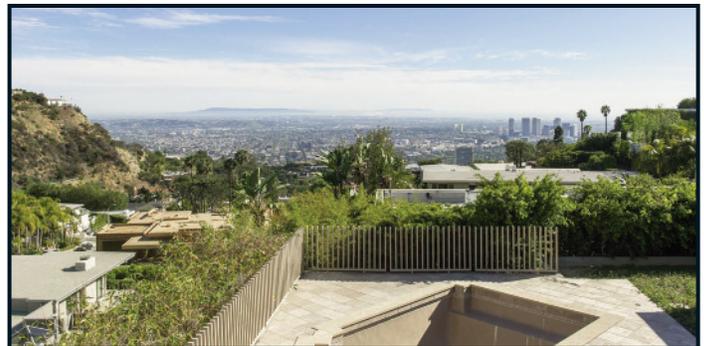
Tapping his own creativity, Sam used this uncertain time to rethink his goals. During his ASU days, he and a friend had tried, as little more than an economics experiment, flipping foreclosures. Where these ventures had been a thrill, they'd paid off too. As Sam puts it, "I'm one of the few people I know who somehow made money in college!" Using this experience and his trusty mantra—Knowledge is Power—Sam dove into the intimidating L.A. real estate game. With no formal mentorship, he doggedly hoofed neighborhoods, attended every open house he could find, and unabashedly picked the brains of each successful REALTOR® he met. "I made a point to remember property and neighborhood details—stories, floor plans, eclectic former owners—'Sure I know that house! With the mermaid tiling and the pet potbelly pig!'"

Knowledge is Power, fine. But Sam doesn't blindly believe this sentiment—he demonstrates it. "I can prove it to my clients," he says, "because I had to first prove it to myself.

And I still try to, every day." Any strong agent, Sam asserts, should always view him or herself as a REALTOR® and a wealth manager. By being a shrewd analyst of local, national, and international financial trends, Sam provides a voice of expertise his clients can bank on in any market climate. As he points out, for 90% percent of people a home is the biggest investment they'll ever make. "I want you to get the best possible deal, to find your dream home, but also make money in the process—it gives me a rush."

Sam calls this rush "Hustling"—the classic sort, an athlete hungry for a win. When he's not out with his clients, he's in the office from 7 a.m. to 9 p.m. hustling for them. For example, try his new-client pitch: Sam says pick the most obscure hours you can think to call him and see if he answers. Then try the trick with five other agents. Does his tactic work? "I've received more than a few three a.m. calls!" Sam laughs, solemnly adding, "I answer immediately."

Despite Sam's fortitude, enterprise and gregariousness, most of his achievement, he's fast to point out, is a matter of dedicated collaboration. With an L.A. team of seven devoted associates—a team already posting \$50 million in sales this year—and a New York partner, broker Ryan Serhant, with his own team of ten agents, Sam is part of a bi-coastal, real estate powerhouse. But despite having expanded far beyond his initial career goals—Sam's latest passionate venture is luxury property speculation and development—he certainly hasn't forgotten his humble beginnings. As just one way of engraining sincerity into every aspect of his business, he requires his junior associates attend local gallery and restaurant openings. "Get out there and meet people," Sam says. "It's about listening, not about rubbing shoulders. It's about having genuine conversations with people who also genuinely love the area."



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SAM VISIT [NESTSEEKERS.COM](http://NESTSEEKERS.COM)  
CALL 310-499-2079 OR EMAIL  
[SAMR@NESTSEEKERS.COM](mailto:SAMR@NESTSEEKERS.COM)