Creating Value in His Community

Written by Haley Freeman

A Realtor® at only 21 years old, Paul completed his degree in marketing at California State University, Long Beach and went to work for a small advertising agency. Then Paul joined an elite commercial team at Grubb & Ellis, where he leveraged his ability to connect with people and produced phenomenal results as a lead generation specialist. “I was living and working in L.A., and became the cold-call front man, calling shopping center investors to see if they were interested in any of our listings or wanted to list any of their properties. It was exciting getting face-to-face with both private and big, institutional investors.”

But as the residential market was heating up in the early 2000s, Paul joined Berkshire Hathaway (then Prudential), and he never looked back. He has spent the last 14 years honing creative, win-win business strategies centered on developing deep connections to the community and real relationships with the people who live there. As a leader, Paul is generous about sharing his knowledge with agents in his office, helping them to build more successful businesses and deliver better service to their clients.

Paul’s specialty is developing a sphere of influence inside a targeted geographic area, where he makes himself an integral part of the community. “I believe the best Realtors® are geographic experts,” Paul explains. “They can speak intelligently about schools both private and public, what’s going on in the neighborhood, commercial development and cultural events. They know when certain homes sold at a certain price, and why they are back on the market at another price. They understand the differences in construction, and where the neighborhoods are divided by school district boundaries. They have insider information about homes that are coming on the market, because they know the people who live there and the events happening in their lives that lead to the sale of real estate. This is the kind of community information people want their Realtor® to have.”

The culture Paul fosters in his office is one of support for new agents, and one of inspiration for seasoned agents who want to revitalize their businesses. Paul is available to list any of their properties. It was exciting getting face-to-face with both private and big, institutional investors. “I approach local businesses and ask if I can sponsor them on my information board. I make it about them. I don’t ask if I can leave my flyers at their business; I ask if they have brochures or anything I can offer to promote them. I recently went to a wine shop in my farm area and asked if I could promote them. The owner had a great idea. She suggested that I raffle off a bottle of her wine. It became a great way to get phone numbers and email addresses from visitors to the open house. Then I made sure the winner of the raffle had to go to her shop to pick up the bottle they won. That person had a chance to discover this business, and the owner could see that the raffle was successful. Business owners are great referral sources, since they’re always talking with local people who come in.”

Paul says that the best leaders are those who listen more than they talk. They ask open-ended questions, and they seek to truly understand the person with whom they are conversing. These are the qualities that make Paul a dynamic business leader and a trusted real estate advisor to people in his neighborhood, one who brings real value to his community.

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Paul Conti, top-producing Realtor® and co-manager at Berkshire Hathaway HomeServices, California Properties, is inspired by helping people come together on something they both want to achieve. A careful listener, skillful negotiator and master in his trade, Paul is at his very best when creating win-wins for parties who are engaged in the process of buying and selling real property.