



Member David Davis Finds Success after Switching Careers



David Davis and his wife Tina, find success in the California luxury market.

What makes someone give up a successful career in medicine to become a real estate agent in the luxury market? According to Institute member David Davis "I got into real estate because it allows me to work with people one on one, to collaborate. No home sale is ever the same. Each client, each home and area are unique and different, and each presents its own set of challenges."

The switch to real estate occurred when Davis and his wife Tina (formerly the executive director of a nonprofit group and now his partner in real estate), were looking for a home of their own. They could see that their agent was happy in her job and also saw the income potential derived from real estate sales. David and Tina quit their jobs and joined RE/MAX Execs, offering to sit in open houses on the weekends. Eventually they joined a luxury agent's group which convinced them that the upper tier was going to be their focus. David attended training at The Institute in December of 2004 and quickly achieved membership in the exclusive "Million Dollar Guild".

To what does David attribute his success? "Tina and I are in awe of the beauty of the fine homes and estates on the Palos Verdes Peninsula. We simply love the area and the homes, the ocean and Santa Catalina Island views, Trump National Estates and Golf Course, Terranea Resort, the evolution of the Peninsula, the people in our community and the RE/MAX Palos Verdes Agency we work for." He adds that "this business is very client centered as well. So, there was a draw to the challenge and client service aspect using skills learned over the years in the helping fields of medicine, counseling, etc. The beauty of it is this is a wonderful time in a person's life, not a difficult one." Additionally, he adds "The Institute's core coursework gave me a set of standards to live by, and taught me principals of conduct and a way to understand the clients I serve".

David and his wife appear to have made a smart career move. Recently they opened their own Rolling Hills Estates real estate office, Davis & Davis, under the RE/MAX Palos Verdes Agency umbrella. Marketing savvy is key to success says David. With the challenges of the internet and the competition for clients, top real estate agents in the area work at a feverish pitch. The Davis' welcome the challenging environment. How does Davis intend to stay successful in such a heated and competitive market? " Being forthright, honest and impeccable with your word goes a long way. High regard and integrity are a standard to us and make this work place the one we enjoy the most. In the end it will always be a relationship business."

David was recently interviewed for a profile in The Daily Breeze, an area newspaper, for their Business page "At Work" feature as a headline story. To read the article on David and his views on working in the luxury market, click on <http://www.dailybreeze.com/business/articles/2062662.html>.

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