



## **Selling Living Large**

### **Realtor Caters To Millionaires Buying Luxury Homes**

**By Muhammed El-Hasan**

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A few years ago, a patient at Del Amo Hospital in Torrance may have received medical attention or counseling from nurse David Davis.

Today, Davis, 44, gives his attention to millionaires wanting to buy or sell a luxury home. In June, Davis and his wife, Tina started Davis & Davis, a Rolling Hills Estates real estate {office}.

The Rancho Palos Verdes residents entered the industry after turning to a Realtor to look for a house to buy. The Davis' found the Realtor to be easy- going and happy with her job, David Davis recalled. The couple also saw potential to earn more money in real estate. (At the time, Tina Davis worked as executive director for a non-profit group.)

The pair initially joined Re/Max Execs and Volunteered to work open houses for Re/Max Palos Verdes.

## **Excerpts from interview with David Davis**

### **What are the requirements of your job?**

Excellent client-centered skills. The ability to zoom in on your client's values and needs. A great deal of marketing savvy. New Realtor technology like Internet technology, a system of emailing and keeping in contact with a large quantity of clients.

### **Why is the internet so important?**

Real estate is not a local market event anymore. A good 65 to 70 percent of our clients come from out of the area and picked up our listings on the Internet.

If you're not completely savvy and in full knowledge of the Internet and how to use it for marketing, you're not going to be in real estate for very long.

### **How much do you spend on marketing?**

We spend \$2000 a month on marketing our listings, like in newspapers.

### **What's the most expensive house you've ever listed for your new group?**

This one here at Oceanfront Estates in Rolling Hills. It's listed at \$5.75 million. It was lowered from \$6.13 million. It has total living space of 8,141 Square feet, with a lot size of 32,187 square feet.

### **Does it get unnerving to work with such large sums of money?**

It used to be. It is scary when you start out. It's a scary thing to talk to people about large quantities of money. But if you give great care to the client and work hard for the client, it's no different than anything else.

**How many hours do you put in?**

I work continuously seven days a week. I will take calls until about 9 o'clock at night. I try to get home by 6 or 7pm. And there's constant emails.

You have to answer emails immediately or else they're gone. I get up a 5 a.m. to answer emails. We're recruiting people for our group right now {due to the high volume of clients}.

**How do luxury home buyers differ from the rest of us?**

When you go to 4, 5, 6 million dollars, that's a luxury buyer. They're less concerned with the interest rates going up. They're more concerned about how the stock market is doing.

**Do you live in a luxury home?**

Right now, we're living in Rancho Palos Verdes.

**Do you worry about the housing bubble?**

This market, I believe, will continue doing good even with all the talk about the bubble. There is no bubble in this market because it's such a concentrated market, and the supply and demand is pushing this.

**How has your experience as a nurse helped you in real estate?**

Nursing and counseling is such a people centered business. It's the idea of zooming in to what people want.