

TOP AGENT

MAGAZINE



Melissa
Goldstein Tucci



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“People ask me all the time who my motivation coach is,” says Melissa Goldstein Tucci, a Century 21 broker/REALTOR® serving San Diego County. “I tell them I don’t really need a coach, I’m self-motivated!” A split second after saying this, she laughs while describing herself as a “crazy super-A” personality. The same people who assume Melissa works with a coach also

inquire about her team structure or try to woo her onto a team. But although Melissa employs an assistant and has a new agent assisting her with buyers, she built her top-producing business by relying on her own work ethic and energy.

For fifteen years, buyers and sellers at all price points from every corner of the county have been the greatest



benefactors of Melissa's energy and professionalism. They know how much she truly cares, a fact made obvious by the individualized attention she provides each of them. "Real estate is a passion for me. It's about helping people, not financial gain," she says. "When you really want to help people, you end up getting personal with them and learning so much about the different facets

of their lives," she says. "No two people are the same and no two houses are the same. Every day is a new adventure."

While it's true that Melissa is self-motivated, she is at least as greatly motivated by her clients' success. In a happy coincidence, when her buyers and sellers succeed, so does she. "Every day, I come out ready to

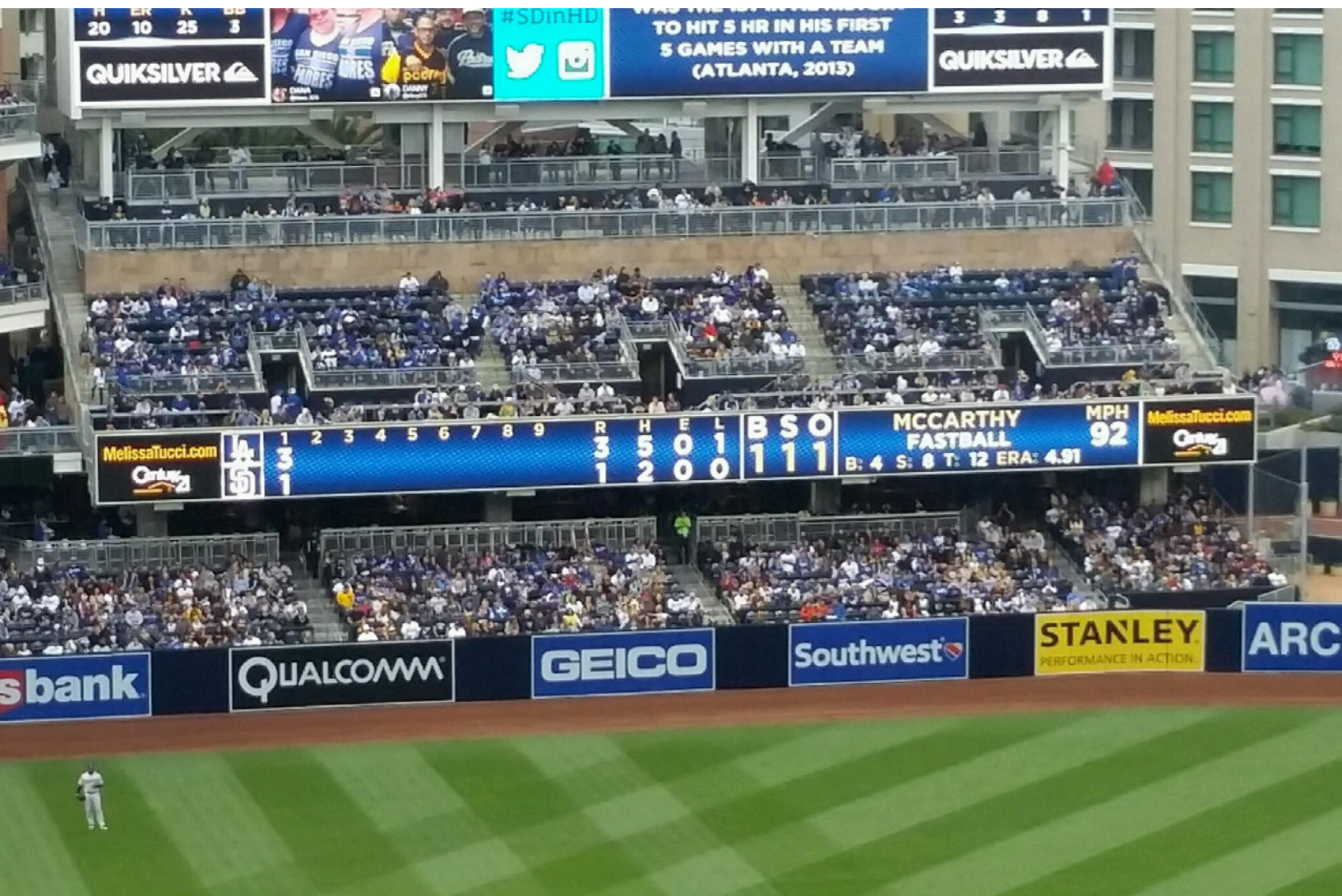


face the day and get things done,” says Melissa. “And when I close a transaction for someone it’s a natural high for me.” It doesn’t matter if the transaction is for a first time home-buyer purchasing a \$100,000 house or for someone who has owned several homes and just sold a \$5 million house. “I help anyone. It’s all about customer service and client needs.”

Having steadily built her real estate business since 2001, some of Melissa’s most tremendous growth

has taken place in the past SEVERAL years. Among her more notable achievements include her becoming the official real estate agent of the San Diego Padres ALMOST 3 YEARS ago. It’s a fitting affiliation, given her lifelong passion for Major League Baseball. “My name and website are displayed in Petco Park, which is a huge thrill!”

She’s even added TV to her repertoire, regularly appearing on a San Diego based program, The American



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Dream. “We talk about real estate, the local market and what’s going on in the world financially, plus I get to promote my listings,” she says. Other new elements of her business include frequent AM talk radio interviews and her increased online presence through social media and blogging.

Meanwhile, amid all these exciting changes Melissa’s continued transaction growth, many aspects of her business remain refreshingly



how quickly she responds to text messages, phone calls and emails. She still operates with a very small staff including an amazing assistant who manages administrative tasks and social media marketing. For the first time ever, she recently brought on an agent to help with buyers. “I still keep that personal connection. People know they’re getting that one-on-one attention I promise them.”

Melissa also still supports several nonprofits, including the American Cancer Society and the YMCA Foundation, which helps provide activities for youth who need constructive social and athletic outlets.

And as a wife and mother of three daughters, Melissa still cherishes quality time with family. In fact, her greatest achievement of late came in the form of a comment from her oldest teenage daughter. “She said she hopes to be like me when she’s older,” says Melissa.

There’s no stopping Melissa, so it’s a safe bet that there’s no stopping her girls.

unchanged: She still maintains a high degree of professionalism and devotedly wears a business suit to the office every day. It’s a level of respect she feels she owes to her clients. She is still known for her remarkable communication skills. New clients are often astounded by

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