

# TOP AGENT

MAGAZINE



**ZACH  
KNAPP**



## ZACH KNAPP

Zach Knapp of The Knapp Team in San Francisco's Bay Area is a veritable warehouse of real estate knowledge, having quite literally grown up in the industry. His mother (and current team member) is a 25-year veteran of the industry, and Zach spent much of his childhood and teen years assisting her with everything from marketing to open houses.

Graduating from St. Mary's College in Moraga with a degree in Finance and Marketing, he has been in the real estate industry for an impressive 17 years, and has been a consistent multimillion-dollar producer ever since. Specializing primarily in the Bay Area and its enclaves that include Palo Alto and Black-

hawk, Zach's reach also extends as far East as Lake Tahoe and as far South as La Jolla. "We really cater to our clients and where they want to go, whether that's San Francisco or Beverly Hills," says Zach.

With a host of certifications that include Accredited Buyer Representation (ABR), Seller Representation Specialist (SRS), Certified Distressed Properties, Equator Platinum REO & Short Sale Certification & Certified Luxury Home Marketing Specialist with the Million Dollar Guild Award. Zach's vast knowledge of his industry has placed him head and shoulders above his competition, and has resulted in an impressive 80% rate of return



and referral business. “It’s the great service we provide, and the overall knowledge we have,” he says. “For example, I was one of the first agents to hold the Military Relocations Professionals (MRP) Certificate, which means I’m able to work with active military families.”

Zach’s love of the industry is evident in the amount of time he takes to educate himself on the business so he can pass that knowledge along to his grateful clients. “I’ll sit in the evening with my laptop in front of me and dig into everything on the MLS, looking at price points and analyzing things,” says Zach. “I look at things analytically because at the end of the day we are an emotional business,

and if I can get my clients to understand the math, then the two of us can have a very easy conversation, because at the end of the day the numbers don’t lie.”

Aggressive, cutting edge and savvy marketing also contribute to Zach’s stellar success. Among the techniques he utilizes are full-scale commercials to showcase each of his properties. While other realtors use virtual tours to sell their properties, they are no where near the quality of production value Zach puts into this mode of marketing. “Other agents were doing virtual tours,” he says, “I’m always trying to be cutting edge and find the next best way to market my listing. I do not do panning photo shots over



music because it's not a real virtual tour. A virtual tour is a tour that should make you feel like you are truly in the home, you are part of it, you feel that space. Everybody has a phone nowadays and has access to YouTube, which is world wide and allows me to present my listing to anyone, at anytime, anywhere in the world and that is what my commercials do." Zach is also featured in commercials on channels such as FOX Business, CNBC, ESPN, HGTV & other Comcast TV network's to name a few.

What Zach likes most about working in the real estate industry is the fast-paced excitement and the creative aspect. "I enjoy the marketing process, how we build the brochures and the

commercials. But I also enjoy the analytical side that comes from my degree in finance," he says. "I like that no day, no escrow, no buyer, no seller or transaction is ever the same. That is what I really enjoy."

Zach's plans for the future are to grow his team, freeing him up to spend time focusing on the international luxury home market, while sacrificing none of the quality of service that is his hallmark, regardless of the size of the transaction.

"When I speak to my clients, they have 100% of my attention and understanding, and everyone gets treated the same, whether it's a condo sale or a multimillion dollar property."





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