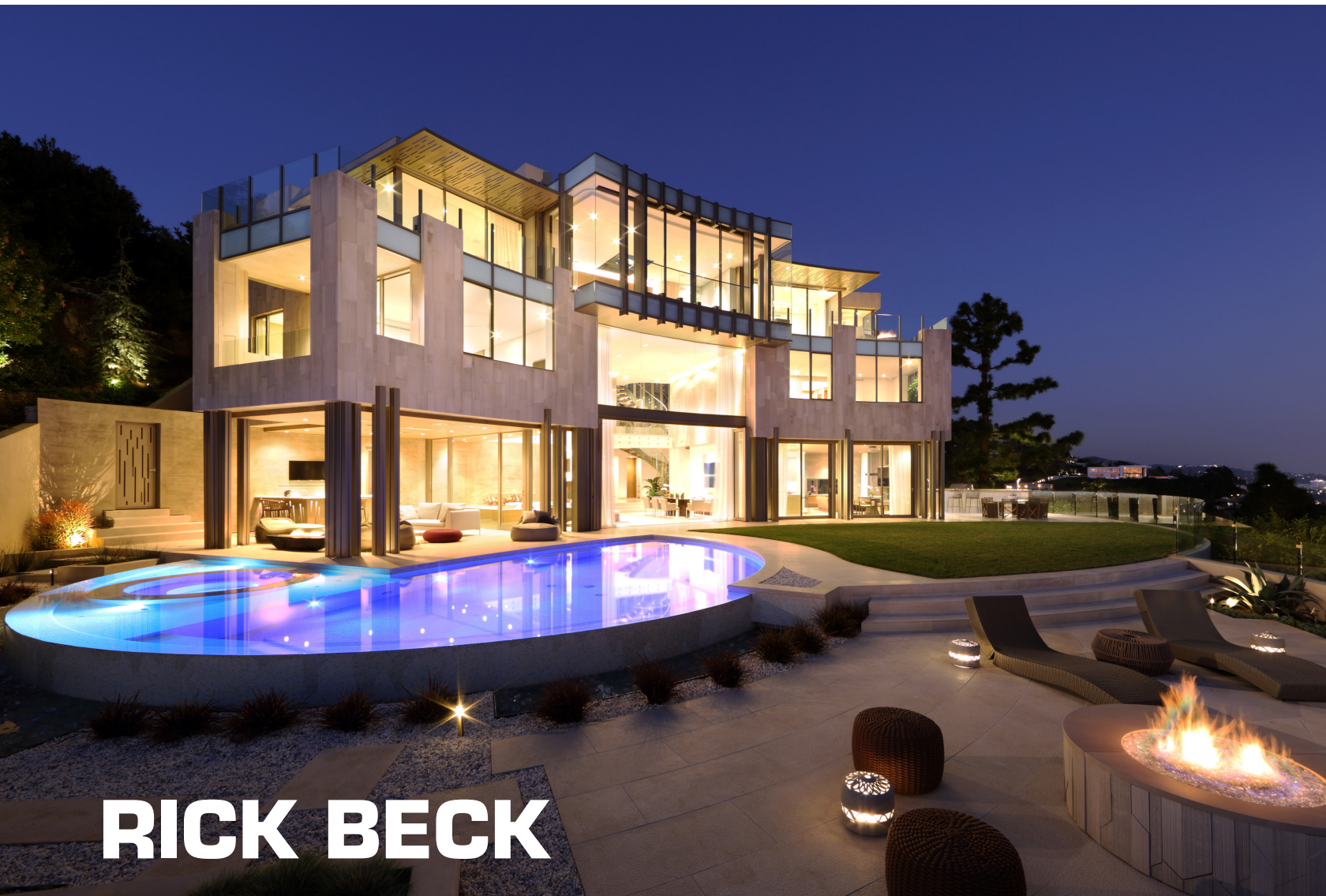


# TOP AGENT

MAGAZINE

**RICK  
BECK**





# RICK BECK

For 31 years, Rick Beck has been one of the most trusted and in-demand names working in the lucrative Southern California real estate market. Rick credits much of his success and longevity in the business with his ability to not only change with the market, but having the expertise and market knowledge needed to foresee changes. “I reinvent myself every 4 to 6 years, whether that’s because of market/economic conditions or because of technological advances. Throughout my career I have had the foresight to look ahead and when the market starts changing I would redesign my business and go 100% in the new direction in a very short time frame to great success. I have always felt very strongly that the agent/

brokers that are most chameleon like are the most successful.”

Further adding to his many accomplishments, Rick successfully closed the highest priced sale per sq. ft. on the Sunset Strip last year at over \$20 million. “I always try to keep my business humming at a frenetic pace, but in a good way. I have always believed in the adage, “If you want something done, give it to a busy person. Thanks to my clients who have been so unbelievably loyal to me, I have had tremendous success throughout my career in many facets of real estate. From High end Westside estates to entry level converted condominium buildings, from raw land to full gated commu-





nities. It's a business that I have always loved and it's been very good to me in return."

One of the things that's led to Rick's client loyalty is his reputation for honesty. "I don't see myself as salesman. I see myself as a real estate advisor. I always give my clients complete honesty. Every one transacts business to make a living, but I don't let the potential money I might make from a sale influence my judgment regarding the advice I give people. I feel like clients are family and I'm there to protect their interests. If one of my clients asks me a question regarding how to market and sell their home/property most effectively or something regarding the purchase of a new home, I

always have their best interests in mind. I tell them what they need to hear, not what they want to hear."

Rick is also known for his total availability, something that can often be the biggest complaint people have with an agent. "Buying or selling a home is a stressful process. It's part of my job to be reachable when a client has questions or just anxiety. My wife calls me, 'The house doctor', I'm always on call!"

Rick also tries to be active in his community supporting youth sports and is particularly devoted to supporting charities that help out Veterans including Wounded Warriors and









*"I don't see myself as salesman. I see myself as a real estate advisor. I always give my clients complete honesty."*

Disabled American Veterans, which he gives to every month. "They've sacrificed so much for us, it's my honor to be able to give something back to them." In his free time, Rick enjoys working out, skiing, scuba diving, riding motorcycles and traveling.

"I have to say that I am still enjoying what I do best by helping people change and improve their lifestyle and achieve their goals. It can be a very satisfying business when you help people on their journey through a part of

their lives. I feel like I have been very privileged to have the level of success I have had over a long period of time. It's always challenging to keep improving the way I do things and getting better at the way I provide service.

At the moment Rick is enjoying his career and expanding his team here in Los Angeles. He also acquired his broker's license in Arizona several years ago and has closed numerous sales transactions for clients there, as well.





To learn more about  
**RICK BECK**  
call 310-432-6450 or  
email [rick@rickbeckrealestate.com](mailto:rick@rickbeckrealestate.com)



**RICK BECK**  
**REAL ESTATE**   
DESIGN & CHARACTER PROPERTIES  
Direct: 310.990.7925 Fax: 888.843.7001 [RickBeckRealEstate.com](http://RickBeckRealEstate.com)  
KW **BEVERLY HILLS** 439 N. Canon Drive, Penthouse, Beverly Hills, CA 90210 CalBRE: 00944659  
KELLERWILLIAMS REALTY  
KW **BILTMORE PARTNERS** 2920 E. Camelback Road #100, Phoenix, AZ 85016 ADRE: BR654080000  
KELLERWILLIAMS REALTY