

TOP AGENT

MAGAZINE



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Although he is now one of most respected names in the lucrative Los Angeles real estate market, Gregory Masi got into the business practically by accident. “I was attending UCLA, working on my PhD in atmospheric science, when I took a study break and went to the local mall. While walking around, I saw an advertisement

about getting your California real estate license. Because I love learning about new things, I thought it would be enjoyable to educate myself on something completely unrelated to what I was currently doing. That curiosity turned into a serious interest. Owning, building, and running my own business has always appealed to me, and real estate fulfilled that desire. That was twelve years ago and I still love what I do.”

Gregory is continuing to grow his team and business. With an in-depth knowledge of the Los Angeles area from Los Feliz to Marina Del Rey, he has helped clients in a multitude of neighborhoods. “I’ve made a real effort to know about and understand the many micromarkets and communities in L.A. As a result, I often introduce my buyers to neighborhoods they may not have considered, or even knew existed.”

His background in math and science has been an ideal foundation for a career as a Realtor®. “One thing that sets me apart is my ability to problem solve. As a scientist, finding a solution to an unanswered question is the name of the game. In real estate, there are a lot of moving parts in a transaction and things rarely go exactly as you expect them to. I never offer my clients a canned solution. I excel at being able to look at

the issues and then finding the right solution based on my client’s particular needs. This helps eliminate a lot of stress for the people I represent. They trust I have their best interests at heart, am anticipating what’s ahead and how to deal with it, and doing my utmost to ensure they achieve the desired results. I’m strategic in my marketing and negotiations, and maintain a space of open and honest communication with my clients throughout the entire process.”

Gregory has an impressive track record with his listings, and on average they sell for significantly more than the seller’s asking price. “I utilize the tried-and-true methods of advertising a home, as well as more cutting edge techniques in the digital and social media realms. The magic happens when you combine those elements in a way that best promotes the property. Furthermore, I spend a considerable amount of time preparing the home for sale while generating momentum for the listing with a proprietary pre-marketing strategy. Our open houses are packed, and we sell quickly.”

“I couldn’t be more thrilled with taking a chance on the real estate industry,” Gregory says. “I’m creating a business I can be proud of while mentoring agents on the team—and watching them succeed, as well. The best part is helping my clients achieve their real estate dreams and building lifelong relationships with them. This is a rewarding, exciting, and dynamic industry.”

While still a self-proclaimed weather nerd, Gregory enjoys tracking storms and keeping up on the latest forecast models in his spare time. Beyond his passion for all things weather, his adventurous spirit pushes him to explore his boundaries and he has recently been getting into snowboarding, surfing, and scuba diving.



To learn more about Gregory Masi
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