

TOP AGENT MAGAZINE

ROBERT RADCLIFFE

One summer during college, Robert Radcliffe ventured down to Los Angeles to visit a few friends. When he arrived, he was impressed by the homes of his friends' parents and soon discovered that their success stemmed from careers in the real estate industry. In the twenty-six years that ensued, Robert followed that initial spark of inspiration all the way to a flourishing career as an agent in his own right. Today, he has built a reputation for people-first service, seasoned counsel, and a can-do attitude when it comes to the world of real estate.



To market his listings, Robert takes a comprehensive approach that includes far-reaching digital distribution, in addition to publicity in local publications. "I take a proactive approach to everything we do," he explains. In that vein, Robert also publishes his own newspaper geared towards showcasing his listings, tapping an in-person and digital readership of over 18,000. To keep in touch with those he's served in the past, Robert sends out informative market reports, newsletters, connects by phone, and hosts the occasional social event.

Primarily serving the Los Angeles communities of Pacific Palisades, Santa Monica, Brentwood, and Malibu, Robert heads a team of five, including four buyers' agents and an administrative lead. What's more, The Radcliffe Group has been consistently ranked by *The Wall Street Journal* as one of the top 250 sales teams in America. With a robust portion of his business generated by repeat and referral clientele, Robert's ability to deliver on his clients' goals, while curating a memorable working experience, is built into the fabric of his work. Additionally, his decades of experience give him an insider's insight into the local market and inventory. For instance, he and his team have a particular knack for sourcing buyers for listings, or connecting buyers with homes that haven't even reached the market. Robert's network and knowledge allow clients an advantageous edge in today's ultra-competitive market. It's also important to Robert that clients make their way through the transactional process with limited stress. His calm, confidence, and even-handed approach inspires a sense of security in those he serves. "I work hard to guide clients through the intangible, so that they feel completely comfortable about their transaction," he says. "Whether on the buying or listing side, I make sure that clients feel confident that they made smart decisions."

To extend his spirit of service to life outside the office, Robert has participated in a variety of charitable organizations including Habitat for Humanity, Spinal Muscular Atrophy, and the Chrysalis Foundation. Currently, he and a friend are in the midst of launching their own charitable foundation—Ambassadors to Change—geared towards giving to those in need, both locally and afar. Robert's inclination towards service also extends to writing. He is the author of two self-help books, *12 Steps to Loving Life* and *180 Degrees*. His abiding goal—in business and at large—is to create work that benefits others in any way he can. In his free hours, Robert enjoys surfing, jogging, and spending time with his three sons, one of whom is currently attending USC. All in all, Robert is thankful for the career he's carved out in real estate and the ways in which the industry has allowed him to support his family and make possible a life he'd only dreamed of.

As for the future, Robert plans to carry on—working hard, tackling more volume with home sales, and continuing to help as many people as he can. In his business and personal life, the years ahead remain incredibly bright and successful for Robert Radcliffe.



To learn more about Robert Radcliffe

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