

# TOP AGENT

## MAGAZINE



First and foremost, a successful business transaction is always built upon a foundation of solid and fruitful relationships. The business of high powered real estate is no exception. In fact, in the fast moving, glamorous Los Angeles market the difference between success and failure can be as simple as making the right connection. For over a decade, power agent Ben Bacal has made building a vast network of strong connections a priority, and as a result has built an impressive business empire.

“For me, real estate has always been about providing great service, understanding the needs and wants of my clients and delivering on promises,” says Ben. “My business philosophy is based on treating others how they want to be treated and building great relationships with my peers and clients. I take the ego out of the equation and always stay professional, and I sell

houses that I would want to live in.” As a result he has become the quintessential “go to” agent in the greater Los Angeles area and has developed a reputation for opening doors to opportunity that would otherwise remain closed.

While Ben’s approach to real estate has never been all about the numbers, his impressive stats nevertheless speak for themselves, and Ben and his team of professionals provide nothing but the best for each and every client. He is the top agent in his Keller Williams brokerage, is ranked number four internationally, and has sold millions of dollars in real estate – over 17 million alone in his rookie year. The properties that Ben works with are some of the most exclusive multi-million dollar homes in the area and his clientele is made up of people from all walks of life – each “with a unique story to tell.”

Before real estate, Ben worked in the fast paced world of the film industry where he developed an appreciation of what he calls “the human condition” and made connections that he still maintains to this day. A natural at developing relationships, Ben found the move to real estate to be the perfect progression from the film industry where getting to know people and making connections were also key components to success. Ben says, “Part of understanding the needs of clients is getting to the very core of the real estate transaction. A home is more than a roof over one’s head. It is a foundation for growth, the future and developing as a person. I do more than just help people buy and sell property – it is about delivering the lifestyle my clients crave. My vast network has allowed me to match buyers with sellers and gain access to exclusive properties that otherwise would be unattainable.”

# Ben Bacal

## The Ultimate Real Estate Connection

by Michelle Llamas

This driven workaholic wasn't born with a silver spoon or incredible luck, but he did have an indomitable will to succeed. He credits his proactive, positive approach to business as being one of the keys to his successful career. When he reflects on his early days in the business, he remembers the holes he put in his shoes by pounding the pavement and going door to door with his lead in line, "I'm Ben Bacal and I can sell your home." This mantra has followed him throughout his career. Ben stresses, "Just do it! Get out and network. When I first started in this business I knew I had to get out and work hard to build a client base. I relentlessly knocked on doors and put myself out there."

Not only does his talent for understanding people allow him to connect people, it also allows him to be a master negotiator. Ben has an uncanny talent for holding even the most precarious transaction together through dynamic and creative problem solving and works tirelessly to make each "deal" a successful one. "Part of my motivation for relentlessly ensuring the success of my client's goals is being able to change my clients' lifestyle for the better. That is part of what I really love about what I do," Ben adds. "I'm not afraid to put myself out there and take a risk to make things work. That is one of the most exciting things about this business." Along with his exceptional market knowledge, this talent allows Ben to net his clients top dollar and improve their investment value.

When it comes to marketing, this savvy agent also applies his relationship based business philosophy. While he employs a wide variety of marketing techniques in print and on line, Ben's "X factor" still remains the personal connection.

For Ben, the process of selling a house or finding a property for a buyer can be as simple as picking up the phone or knocking on a door. "I use marketing methods that are less impersonal, and I do much of my marketing through face to face networking or meetings. I also don't mind partnering up with agents on a listing," says Ben. "I am always honest about my ability to sell a property, and the benefits of my being extremely well connected are passed on to my clients."

Part of what Ben enjoys about his success is the ability to be able to donate to various charities and use his connections to create business opportunities for clients and contacts including helping his clients buy and sell "trophy" properties worldwide. For Ben, it is never about the immediate gratification, and he looks forward to expanding his business and planting more seeds of opportunity for the future.

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