

# TOP AGENT

MAGAZINE

*Experience ♦ Integrity ♦ Results*



PAUL YOUNAN

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Owner/broker Paul Younan of Claremont Properties in Los Gatos, California has built his business to withstand the test of time and weather even the worst of markets. His foundation lies on over 20 years of experience, a strong sense of integrity and delivering on his promises to his clients. With these attributes, this boutique brokerage pulls in numbers to rival any big box agency.

Paul started in real estate as an appraiser in 1993. As the appraisal market slowed he turned to sales, and quickly realized he would prefer to work for himself rather than under the umbrella of a large brokerage. “A friend of mine with a real estate finance firm was looking to offer sales and finance under one roof,” he explains. “We met and decided to form a partnership. His business took care of the financial end and mine, Pacific Real Estate, focused on sales. We did incredibly well together for 10 years. We built it from just one or two agents to twenty and turned it into a multi-million dollar company.”

In 2003, Paul decided he wanted a new challenge. Moving to Los Gatos and leaving Pacific Real Estate in the hands of his partner, Paul got his broker’s license and opened Claremont Properties, now celebrating its tenth anniversary. Breaking into the Los Gatos market was a formidable challenge. “This is an affluent area in Silicon Valley, but it’s also a very small town,” he explains. “The same agents had been working here for years and nobody knew who we were. However, we have an amazing location in the center of town and we worked hard to make sure our service was impeccable. Soon our reputation earned us a loyal client base.” Their referral base now includes a wide



range of clients from young professionals to athletes from the San José Sharks and the San Francisco 49ers.

There is nothing more important to Paul than preserving his reputation for integrity. “For me a successful transaction is not simply a closed transaction, but one where my client leaves my office very happy,” he says. “Everything I do is high end and I want to bring value to the transaction for my clients. I



want to make sure I give my clients the attention and the advice they deserve. As an agent you have to balance market value with emotional value. Sometimes the house a client loves is not the best investment and I'm not afraid to tell them that. You have to be honest and you have to listen to your clients."

In order to continue to provide this same level of service and personal attention, Paul aims to keep his brokerage under 25 agents. He now

works nearly entirely from his referral base and figures largely as the mentor for his agents. Each of the 15 agents with Claremont operate under a shared set of ethics. "We are here to take care of our clients," he says. "When they call with questions or in panic about the next step of the process, we have to remember that even though these calls are routine for us, they are like life and death for the client and we make sure to answer their calls and questions quickly and with empathy."



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For Paul the best reward comes when his clients take time out of their day to thank him and his team for their work. “When a client sends a card or leaves us a little gift after the transaction, we know we’ve made an impact on their lives,” he says. These are the clients that come back again and again and whose referrals have helped keep Claremont producing even in a down market. They have helped to keep this small brokerage in the top twenty brokerages in the region and competitive with the national brands. Paul’s decades of experience and his insistence on

delivering top quality, honest, service have helped to bring this boutique to prominence and these qualities will keep him at the top of the field for years to come.

TO LEARN MORE ABOUT PAUL AND CLAREMONT PROPERTIES, VISIT [WWW.CLAREMONTPROPERTIES.COM](http://WWW.CLAREMONTPROPERTIES.COM), CALL (408) 315-1172 OR E-MAIL [PAUL@CLAREMONTPROPERTIES.COM](mailto:PAUL@CLAREMONTPROPERTIES.COM)