

SCOTT MCCAIN

*Continuing a Legacy of Real Estate
Excellence in the South Bay*

Written by Haley Wilson Freeman

Scott McCain grew up in LA's South Bay, where his father was a Realtor® for more than 30 years. Woody McCain was a guy whose handshake meant something, and he instilled his values of integrity and

hard work in Scott. "My dad was and remains my personal hero," Scott says. "I looked up to him very much, and in many ways he paved the way for me in real estate and also gave me something to work toward."



Scott has pleasant memories of hanging out with his dad and his real estate colleagues in a Hawthorne coffee shop, listening to them talk about the business. Although Scott grew up helping his dad with tasks like sitting open houses and putting out lawn flags for the 4th of July, he did what many young men do and set out on his own professional path. His passion for language prompted his study of English literature at the University of California, Santa Barbara. While there, he worked in one of the area's prime dining establishments and curated its world-class wine selection. Scott went on to a gratifying career as an English and history teacher, a career that took him to Paris, where he taught business English for some months. His journey as an educator reached its zenith when he met his wife, also a teacher, at a Lawndale middle school.

It was then that Scott felt a call to return to his roots. He obtained his real estate license and joined Shorewood Realtors®, where his father worked until the end of his career and the ethics award was named for him.

Today, Scott is one of the vibrant professionals at Palm Realty Boutique, a hyper-local, luxury-focused brand that serves the Greater South Bay area. Together with his business partner, Scot Nicol, Scott is engaged in helping his neighbors in and around El Segundo find the perfect home in this one-of-a-kind community. "Scot and I share a similar philosophy about how we like to do business," he says. "To put it simply, we put the client first. It should be a fun experience when someone is buying the place that will house their family and memories. We want our clients to feel good about it every step of the way."

Scott brings his teacher's heart to the practice of real estate, with a strong emphasis on client communication and education. Communication with other professionals is also vital to a smooth transaction. "As a teacher, setting expectations is really important. In real estate, it works the same way. I set clear expectations about what my clients are going to need to do, and what I'm going to do

for them. Along the way, I explain myself in a clear, calm way, and I don't assume they understand why we're doing things a certain way. Then I go back for comprehension and ask if they have questions or input. I've also found that communicating well with other agents both in person and in writing helps to avoid or solve many of the problems that come up along the way."

An old school/new school approach to marketing means clients get the benefit of professional photography and videography, and an array of digital and print advertising. "Regardless of whether it is a \$250,000 condo or a \$2.5 million home, we feel every listing deserves the same treatment. The same with staging. It's a no-brainer that you always get more out of a home if you present it in the best way possible."

As lifetime residents of the area, Scott and his wife enjoy raising their own children in a community noted for its friendly people and safe neighborhoods. Scott says he takes pride in keeping these values alive for future generations who will live there. "Every night when we take our kids for a walk, people we pass on the street make eye contact and say hello. The people I work with to buy homes here understand that this is what makes this town great. I want to give back as much as I can to make sure it only gets better, whether by volunteering to coach high school soccer or conducting business in a straightforward manner. When my kids go to school, I want this to be the same kind of town I grew up in."

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