

THE BEACH REPORTER

The Community Newspaper of The Beach Cities

Manhattan Beach • Hermosa Beach • Redondo Beach • El Segundo

April 29-May 5, 2004

(310) 372-0388, www.tbrnews.com

Volume 28 Number 12

Real Estate Profile

John Caliendo

by Jennifer Evans

Clients appreciate John Caliendo's briefcase. The Realtor from RE/MAX said his traveling office impresses people.

Armed with a high-powered compact laptop, a digital recorder, dig-



John Caliendo

ital camera, two cell phones, a palm pilot and a pager, it's no surprise the East Coast native manages to stay one step ahead of his clients.

"I think my briefcase says how organized and efficient I am," Caliendo said. "I am always available to my clients and wherever I go,

I have the same abilities as I would in my own office."

Caliendo, who has an office in Manhattan Beach, said having his own space provides him with the working environment he needs to be a productive agent.

"I love what I do and I take my job very seriously," he said. "I want to have all the tools to do the best possible job."

This month, Caliendo will celebrate the most productive month to date in his career, selling more than \$8 million.

"My mom asked me if I was going to take the rest of the year off," Caliendo joked. "But I told her I'm not. I count my money at the end of the year. Not working after a successful month would completely contradict my concept. It's important to me that I have a purpose. I'm not looking to retire any time soon, and I like to work."

A former advertising executive, Caliendo used to work for a marketing company in New York. He said it was always a dream for him to move to California and when a friend offered him a place to stay 12 years ago, he grabbed his opportunity.

"I left a job that most people would have died to have, but it was a job I wasn't passionate about anymore," he said. "Now I wake up every day to a career that I love. I look forward to working, to facing the challenges and finding solutions. I am motivated to do my best because I respect my clients and I want to work hard for them."

Caliendo added that although he didn't enjoy his previous career, it did provide him with discipline, social grace and sophistication.

"I am very professional, I run my business like a corporation but it's a one-man band so there is no bureaucracy, no politics."

He added that his previous career also gave him something to compare his current career to. "I know what great opportunity this career has provided me with because I have something to compare it to," he said. "Same with the South Bay. I have such a deep appreciation for living here because I know what it was like to live on the East Coast. Even though I was from New York, I never felt at home there but this is such a wonderful place to live."

Because the South Bay speaks for itself, Caliendo knows it needs no salesperson to sell it. He said he is more inclined to act as a source of information rather than a salesperson.

"You can be the greatest salesperson on Earth, but there's no way you can talk a person into buying a million-dollar home if they don't really want it," he said. "That's not what a Realtor's job is."

Caliendo added that his biggest reward comes at escrow time when the client shows appreciation for the magnitude of what he has accomplished. "Sometimes that moment comes early on, sometimes later, but it always comes," he said. "Although people may think the process is easy, it's not. But my job is to make it seem easy, and that's what I do."