

UPDATE ON LUXURY REAL ESTATE AGENCY
BREAKING RECORDS

SG ASSOCIATES



Sergio with clients Todd and Alisa Nathanson



Filming "Real Life, Real Estate" docuseries

WE SAT DOWN WITH SERGIO GONZALEZ OF SG ASSOCIATES, A BOUTIQUE REAL ESTATE AGENCY BASED IN WESTLAKE VILLAGE SERVICING THE CONEJO VALLEY AND SANTA BARBARA. SINCE OUR LAST PROFILE ON HIM TWO YEARS AGO, HE AND HIS TEAM HAVE MANAGED TO BREAK INDUSTRY

BARRIERS. LAST YEAR, SG ASSOCIATES LED THE NORTH RANCH MARKET WITH MORE THAN \$27 MILLION IN LISTING DOLLAR VOLUME AND ROSE TO THE #1 FIRM IN SALES FOR THE ENTIRE 91362 ZIP CODE, ACCORDING TO RECENT DATA BY ZILLOW. HERE'S WHAT SERGIO SHARED WITH US ON HIS SUCCESS.

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HOW HAVE YOU MANAGED TO GROW YOUR BUSINESS AND PERFORM SO WELL IN SUCH A SATURATED MARKET?

When I first launched SG Associates in 2014, the competition was fierce, but I knew that I could offer more! The way we approach selling a home is unique. We have an in-house team of brand strategists, designers, writers and filmmakers who help tell the unique story of each one of our properties. It's much like having an advertising, marketing and PR team at a real estate agent's fingertips. Our craft is to create a stronger emotional connection to each property and with my team's talents, we basically have that down to a science. With 17.6% market share, we are now the market leader for listings within the 20 North Ranch neighborhoods.

WHY DID YOU CHOOSE THE NORTH RANCH MARKET TO LAUNCH YOUR BUSINESS?

Westlake Village is one of the most desirable places to live. I'm so grateful for the countless families who have had faith in me and my team. Our results speak for themselves, but the people and our community is reason why I love to work in Westlake Village.

WHO IS YOUR IDEAL CLIENT?

We have been fortunate to have some of the best clients. Our clientele ranges from those who want to down-size to those who are frustrated with the fact that their house hasn't sold in due time. Compared to other agents in the area, our properties have the least length of time sitting on the market with an average of 47 days – way below the average of 80 days.

THERE ARE MANY REAL ESTATE AGENTS IN THE CONEJO VALLEY, HOW DOES YOUR TEAM DIFFER?

In 2014, it was Galen my wife/partner and myself. As of 2018 we now have a team of 8 agents who combined sold just over \$55,000,000 of real estate in 2017. Our team is a diversified group of business people who at the end of the day understand our client's needs and wants. We plan to hire another 4 agents in 2018 and are always looking to hire on new talent!

HOW DO YOU STAY CONNECTED TO THE COMMUNITY?

Sharing my time and resources for local, charitable organizations continues to be a passion of mine. I am a board member of the Boys & Girls Club of Greater Conejo Valley, Senior Concerns and most recently we've gotten involved with Interface Children & Family Services where SG Associates committed to be the exclusive resource to keep the

kitchen and pantry shelves stocked for the first-ever human trafficking shelter in Ventura County. I'm excited to announce that we plan to launch our very own foundation in 2018. We will leverage SG Associates team's creative talent and resources to make it a one-of-a-kind organization. We are looking forward to sharing more on that soon.

YOU'RE A YOUNG FAMILY MAN. WHAT KIND OF A FATHER WOULD YOU CONSIDER YOURSELF?

Since the last time we spoke, my wife Galen and I had another baby girl, Sophia. Life with four kids is really busy but very rewarding! I try to be a very hands-on and active dad. I believe that kids learn by what you do not by what you say. On any given day, you may see me with my kids at work or at play. Some of my favorite things to do are to take my kids out on a boat ride on the lake or enjoy a horseback ride in Newbury Park.

WHAT IS NEXT FOR SG ASSOCIATES?

As I look into 2018, SG Associates will be committed to growing the breadth and scale of our business, entering into new territories and providing a great scope of services to our clients. We know that 87% of home buyers rely on the Internet in their housing search. Be sure to catch up with us on our upcoming docuseries called, "Real Life, Real Estate" on Facebook and YouTube. Follow us on Facebook at @SGAssociatesRE to see how we're changing real estate...one property at a time.



SGA Food Drive



Sergio Gonzalez