

TOP AGENT

MAGAZINE



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Adam Pergament's experience in the real estate industry runs the gamut. Beginning in 1990 when his career began, Adam worked in commercial real estate before launching a successful early internet CMS system for the modeling industry, ultimately settling for a permanent tenure in the residential real estate market.

Today, twenty-six years since his initial industry foray, Adam's experience and expertise is both seasoned and versatile, inspiring him to serve clients with professionalism, unparalleled knowhow, and easy affability.

Adam works as a solo agent, acting as the main point of contact for each of his clients, believing that today's fast-paced market requires a personalized, one-on-one relationship to ensure top professional service. He primarily serves the West Los Angeles area, from the edge of Bel Air all the way through to Hancock Park, Silver Lake and Eagle Rock. With a robust rate of repeat and referral business—amounting to about 40% of his total clientele—the masterful perspective Adam brings to each transaction keeps clients coming back. Lending his market savvy to buyers and investors alike, Adam digs into the details of sub-markets to help his clients understand the complexities and nuances of the Los Angeles real estate world. Having gone through the process of selling his own properties multiple times, he relates well to sellers and is intuitive regarding their short and long term needs.

When it comes to buying in a market as competitive as Los Angeles, Adam outlines each property's full potential for his clients' benefit; certain zoning laws could result in developments that could significantly change the value of a property, and Adam ensures that every client understands the range of possibilities inherent to big city buying. "It's a complex business in Los Angeles," Adam explains. "No two properties are the same. I make sure I know exactly what's going on so I can pass that knowledge onto the people I serve."

Extending his tailored approach to the listing side of his work, Adam customizes his marketing techniques to each property, taking a strategic approach based on projected timelines and valuation goals. Ultimately, Adam strives to create a competitive environment for listing a property. To prepare for professional photography and open houses, cleaning and staging homes ensures optimal presentation. Likewise, he leaves no detail overlooked, incorporating pristine photographs to make for memorable online presentations.

To stay in touch with past clients, Adam prefers to reach out to clients personally, catching up about neighborhood happenings and what's going on in their day-to-day lives. E-mail and text communications also serve as simple ways to touch base during

busier times in the year. "I really enjoy the people-oriented aspect of my work," Adam reflects. "No two people live the same way. I like getting to know each client and helping them envision themselves in a new place. I like giving them a broader perspective on things, trying to understand what their vision for their life is—that's the exciting part."

Outside of the office, Adam has two small children and stays engaged with their local school-based community activities. He enjoys spending as much time with them as he can outside of the office, and also embraces an outdoor, active lifestyle that includes hiking and yoga. As for the future of his business, Adam plans to continue growing his professional network and helping as many people possible reach their homeownership goals under his direction. He also has hopes to focus on the investor side of the business, and work more closely with commercial properties in the future, particularly in the off-market commercial arena, especially after successfully closing an eight-figure off-market redevelopment deal in 2016. With a lengthy career already earned—in addition to multifaceted experience and a genuine passion for service—the years still to come are sure to yield continued success for Adam Pergament.



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