

TOP AGENT

MAGAZINE



Area Specialist

Marc
Magliocco

TOP AGENT MAGAZINE

Area Specialist

MARC MAGLIOCCO



Real estate is a field that often requires years of experience and dedication to truly excel. Marc Magliocco, a successful real estate agent based in Northern California, has certainly achieved both. With a family background in construction/development and decades of experience in real estate, Marc has become a well-respected member of the industry, with a reputation for providing exceptional service to his clients. Starting with Coldwell Banker 35 years ago, Marc quickly established himself as one of the top listing agents in the Los Gatos office. However, he didn't stop there. Marc continued to grow and expand his skill set, obtaining his appraisers and broker's licenses. He always had a dream of opening up his own shop, and in 2019, he did just that. Now, Marc owns his own company Beacon Real Estate, a boutique real estate firm. As many Silicon Valley startups go, Beacon Real Estate came to fruition as an idea, a vision of how a boutique real estate firm could better serve its clients through technology and a high level of personal service.

"I'm now able to provide a much higher level of service to my clients, offering a truly personal approach," he explains. One of the things that sets Marc apart is his commitment to providing one-on-one service. Rather than delegating tasks to assistants, Marc is always the one answering his clients' calls. From the very beginning of a transaction to the end, Marc is hands-on, offering property enhancement services, design/staging options, whatever is needed through his many preferred vendors. Marc is dedicated to



giving his clients the best possible experience, knowing this is a major chapter in their lives.

Serving Santa Clara, San Mateo, and Santa Cruz counties, almost all of Marc's business derives from repeat clients and referrals. He maintains this high percentage by offering the highest level of service and finding creative solutions to challenging issues, streamlining the buying or selling process. "I'm always available to my clients," he explains. "I try to make the experience stress-free and seamless." Even after the transaction, Marc remains in touch, letting his clients know if there is anything they need he is there to help.

Marc's approach to marketing his properties is tailored to each home he represents. He starts with a pre-marketing assessment to enhance the presentation of the property. If a home needs a lot of work, Marc partners with a preferred contractor to design and implement the improvements. Once the home is ready, he uses a top-tier virtual tour company that creates a compelling presentation, maximizing market appeal and allowing potential buyers to envision themselves in the space. He also initiates a comprehensive targeted digital and social media marketing campaign and advertises in luxury magazines recognized for high-end properties in the Bay Area. To provide international exposure, Marc utilizes his partnership with ListGlobally, promoting properties worldwide through a global network of 100 luxury portals in 60 different countries.

Years into his career, Marc continually ranks as one of the region's top producing agents. He was listed as one of the top 500 real estate agents for Silicon Valley last year and is showing no signs of slowing down. But for Marc, it's not about the numbers, it's about his client's happiness. "My number one priority is to make sure everyone I serve is satisfied," he explains. "It's all about achieving my client's objectives, establishing trust, and building lasting friendships." Trust, integrity, and knowledge are the cornerstone of Beacon Real Estate and a direct result of Marc's continued success.



For more about Marc Magliocco,
please call 408-314-2256,
email marc.beaconre@gmail.com
or visit beaconrealestategroup.com