

# *BROKER★AGENT*™ magazine

**Robert  
Mickalson**



professional  
profile

PROOF

# Robert Mickalson—Net Results

In the year 2000, 28 percent of home buyers said that the Internet played an important role in their home purchasing process. By 2006, that number was 70 percent. Yet, a great many experienced real estate agents have yet to completely embrace today's technology.

That's where a savvy agent like Robert Mickalson of Vintage Sotheby's International Realty can use his expertise to meet the needs of today's home buyers. Robert, who was licensed in 2001 and immediately made his mark winning his company's Rookie of the Year Award as a part-time agent, has taken his interest in and knowledge of both technology and real estate, and established a market niche that is right in line with the direction the industry has been moving in for many years.

"Today's home buyers and sellers are using the Internet in unprecedented numbers today," said Robert, who left the successful

eight-year career he had built up in property management—which he began at 18 years old, working his way up to managing multi million-dollar properties—to pursue real estate sales full-time in 2004. "Because of the Internet, clients generally come to me very well informed about what they want, and they have a good idea of prices, availability, and sales trends."

Robert's impressions are backed up by industry research and support the idea that trending toward technology makes great business sense. Internet buyers spend an average of nearly five weeks doing research before contacting an agent, compared to less than two weeks of research for non-Internet users. And, Internet buyers purchase a home after spending an average of just over two weeks with an agent, whereas non-Internet-users spend more than seven weeks searching.



For a dedicated agent like Robert, that translates to buyers who are better prepared and eager to get down to business, which allows him to more quickly pinpoint their needs, thereby increasing his productivity and giving him the time to focus on the details—something they are clearly grateful for.

“When we decided to relocate to Santa Clarita, our first step was to find a real estate agent who was brilliant, enthusiastic, highly motivated, and knowledgeable,” said clients the Alexander family. “We immediately recognized these traits in Robert and have been thrilled to work with him. He knows Santa Clarita like the back of his hand, and he shares his appreciation for all of the great assets of this area with his clients. We have learned so much about our new neighborhood through him and his incredible Web site. We still use his Web site for helpful links as we are exploring our new life here in the Santa Clarita Valley.”

It is Robert’s Web site that first attracts many of his clients.

“I have spent a considerable amount of time creating a Web site that goes beyond the traditional,” he said. “I want people to be able to use it as a resource, whether they are buying, selling, investing, looking for more information about their neighborhood, or just have an interest in learning more about real estate.”

Log onto his website at [thesvagent.com](http://thesvagent.com), and you won’t just find the standard agent site provided by his company with a few paragraphs of personal information and a link to the MLS. Here, you can become informed on everything from the inner workings of real estate investing to first-time buying, learn about specific tracts, upcoming construction and new developments throughout Santa Clarita, where Robert was born and raised, get a comparative market analysis on your home for sale, and even get detailed information about area rentals, thanks to Robert’s unique understanding of that market from his experience in property management. Those who have logged on and discovered firsthand the depth of his knowledge are duly impressed.

“When my wife and I recently decided to sell a rental property we own, we were dreading the process of identifying an honest and reliable REALTOR® to represent us. Although I am a real estate broker with several REALTORS® that work under me, the property we are selling is not located near the area our REALTORS® service. As such we decided to search for a REALTOR® that was local to the area surrounding our rental,” said client Donald Brown. “After interviewing several REALTORS® that for one reason or another were not a good match for us, we came across Robert’s Web site. The Web site was so well put together; it answered almost all of the questions I would generally ask a REALTOR® during an interview. The next day we contacted Robert and he responded immediately. When we first met with Robert we were impressed by a number of different things. First, he was prompt. Second, he was very professional in appearance and with his presentation. Third, we could tell through our conversation with him that he genuinely enjoyed his work and he took it very seriously. As a result, he had become very knowledgeable about the



local real estate market. Fourth, he had a plan to sell our house ... fast! We could tell that he was not going to just hang a sign in front of our property and wait for buyers to call him. Needless to say we listed our property with Robert and have been absolutely delighted with his performance. We would have no reservations about recommending Robert to anyone looking to buy or sell a home in the Santa Clarita Valley area. In fact, we already have!”

Referrals are the bread and butter of many long-term agents, and for Robert they are evidence he is meeting his clients’ needs, as well as his own high expectations.

“It generally takes 5 to 10 years full-time in the business to develop a strong referral base that produces new leads on a weekly basis, so whenever I have a client that returns to me or refers me to their friends and family, I am very proud,” said Robert, the father of two sons with his wife, Jaimie. “I mainly cultivate my new clients through my Web site, and I love when those client relationships expand and grow to include additional services or clients.”



Robert's passion for real estate shines through in everything he does, and whether he is working with a buyer or seller, they experience his great enthusiasm alongside his excellent service.

"For me it isn't just about the thrill of the deal," he said. "I love homes, I love working with people, and I love putting the two together and being able to watch people meet their goals. I didn't get into the market at the best time, but I have worked hard to build my business, and I feel very fortunate to be experiencing some success in a career that I truly enjoy. I feel I have really found my niche, and I am living my dream while helping my clients achieve theirs. I can't think of much that is better than that." ★



New clients are undoubtedly attracted to Robert's wide-reaching Web site, and it is perhaps his weekly blog that is the best showcase of his vast knowledge of the industry.

"My goal for the blog has always been to help people understand the full picture of real estate, to be thorough, clear, and informative. I read everything I can get my hands on about real estate and business, as well as politics, which is another love of mine," said Robert, who hopes one day to perhaps become a politician on the local level. "My clients like that I'm familiar with all the local neighborhoods in Santa Clarita, where I was born and raised, and that when I advise them about particular homes or areas, I know what I'm talking about. I really make an effort to be aware of everything that is going on in the industry. It's time-consuming—I work six days a week, do open houses every weekend, and follow up constantly with my clients—but when you love what you do, it makes it easier."

To reach Robert Mickalson,  
call 661-373-2374, e-mail  
[Robert@thescvagent.com](mailto:Robert@thescvagent.com),  
or visit [thescvagent.com](http://thescvagent.com).

