



THE AMERICAN DREAM

Street Smart Advice in the San Diego Marketplace



SETH O'BYRNE

"Seth is the definition of 'up-and-comer,' except he's already there and absolutely crushing it. People come to me for advice on what others are doing in the marketplace. I'm pretty tightlipped, but I will say he's probably the guy most professionals ask me about. He's a marketing guru, and that's what makes a great Realtor," Sewing said.

Seth O'Byrne, Realtor at Pacific Sotheby's International Realty, spoke to Craig about marketing and real estate, and what makes him successful.

"Home sellers are looking for an agent that can navigate them through transactions and go through the legal aspects, but most importantly, they want to get eyes on their property," O'Byrne said. "They want people to feel more strongly about the property than if they were to sell it on their own. So we really need to bring the heat when it comes to advertising." And this involved new-age marketing strategies.



KYLE WHISSEL

Kyle Whissel, broker/owner at Whissel Realty, said North Park is experiencing decreasing home sales, similar to the nationwide trend.

"As the summer season tails off its typical for the number of home sales to drop off going into the fall and winter seasons – but we're actually seeing home prices appreciating I believe from July to August," Whissel said.

Craig had the opportunity to tour Kyle Whissel's new North Park office. The office, the highest elevation for office buildings in the city of San Diego, features furniture made out of recycled wood and a vintage Coca Cola machine from Whissel's father-in-law.

"Kyle is the most authentic professional in the real estate space. There are no guessing games with this guy. He's straight forward, has a big heart and is super intelligent when it comes to navigating the market," Sewing said. "There's a reason The Wall Street Journal ranks him as No. 2 in San Diego!"



MARY MALONEY

Mary Maloney, founder and owner of My Hometown Realty, discussed with Craig the current bullish real estate market and explained the benefits of a slower market. Coastal properties are always attractive, but there's been a slight slowdown when it comes to buyers getting off of the fence and making the decision to purchase.

"Buyers are taking their time, getting well-educated and making sure it's the property they want and aren't jumping off of the fence," Maloney said.

"Mary is just an all-star. She is hard-charged, a big-time go-getter and one of the best marketers you will meet," Sewing said. "Her team is the top-producing boutique office in the North County coastal market – if you're in that area, she's a great one to call."