

PIERRE and ALEX **BULJAN** Passion for the Profession

Those who hold a true passion for what they do excel. Because they love what they do, they seem to be able to reach further toward their potential. In turn, they achieve results many others only dream of.

The father-and-son team of Pierre and Alex Buljan are two such men who pursue their careers as real estate agents with true, unrivaled passion. As a result, their clients and their Peninsula hometown are much further ahead.

OPENING DOORS

Growing up in Burlingame, Pierre seemed destined for great things ahead. His outgoing nature and knack for building relationships were natural door openers.

“As a kid, I was not shy, of course, and I wanted to be involved with people that are like-minded,” he recalls.

It was the 1970s, and Pierre had many options as he came of age. His friendly, contagious personality could have led him into the hospitality industry. There was even interest from a studio executive who thought Pierre should explore Hollywood as a career path.

Instead, he chose to stay close to his girlfriend, Liz, who would later become his wife, and he entered real

estate on the advice of a friend. Again, his curious mind, his love of people, and his robust nature opened doors to worlds of opportunity.

As he remembers, “I think it’s all based on relationships. The 49ers were building the team. I love everything about sports. And I love being around sportspeople. I was right there meeting them.”

While just in his early 20s, Pierre soon found himself conducting deals with the likes of Joe Montana, Dwight Clark, Jerry Rice, and other 49ers luminaries.

“My wife and I had our first house in Redwood Shores, and these players happened to be moving in, so I started selling these guys properties,” Pierre recalls.

DREAM TEAM

That was just the start. Through the years, Pierre has become well-acquainted with a wide range of celebrities, sports stars, start-up geniuses, and international business icons. The trend continues today with the teamwork he enjoys with his son, Alex.



Along the way, they have amassed staggering production numbers that consistently place them among the top one percent of real estate agents in the nation.

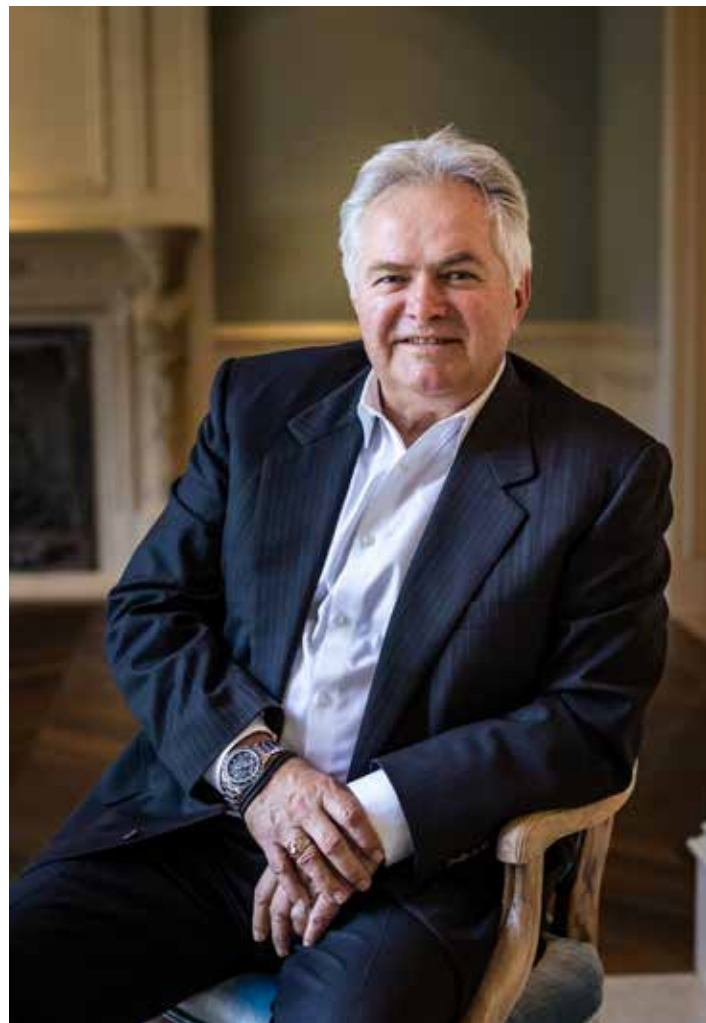
Yet, for all of the traditional signs of success, one of the most striking “secrets” to their success is their warm, familiar, down-to-earth approach. You see, the passion for what they do begins with a genuine, sincere passion for people.

As Pierre says, “If you’re a good relationship person, you treat everybody the same. Like Warren Buffett said, ‘It’s not about how people treat me, it’s about

how they treat people around me.’ So I’ve always been conscientious. I have friends from all walks of life, whether they’re waiters or billionaires.”

Balancing Pierre’s wide-open, multi-tasking, exuberant personality is Alex. Together, they make an uncommon combination — with rare results.

“We’re complete opposites in many regards,” Alex says of him and his father. “I’m very organized and very detail-oriented. I’m very by the book, and make sure things are done right the first time, so you don’t have to re-do things 14 times before you get it right.”



On the other hand, Pierre describes himself as having “my head in the clouds with big ideas. Someone calls, and I need to drop everything in one second, go down to my automobile and look at a property in a second. I can do several things at the same time. We have this great combination that keeps the big machinery of what we do moving.”

WINNING COMBINATION

While Alex had watched his father’s real estate work for years growing up, it was never a foregone conclusion that he would enter the business.

“I didn’t want to get into real estate. I went to school for computer engineering,” Alex remembers. “After school, I came back, and I was in a couple of tech startups, including a video game company, and a social media company. And both of them kind of fizzled out.”

Alex was 25 and considered his next steps.

“That’s when my dad casually mentioned, ‘Why don’t you get your license? You can come work with me for a little while. ‘If nothing else, it will be good experience,’” Alex recalls.



“It means a lot to us to be part of the community. We’re not just here selling; we get involved in everything. We love the people and everything about this area. And it’s very diverse.”



So in 2012, as the market was rebounding in a big way, Alex got his license, joined his father.

As Pierre says, “When Alex said, ‘I’m going to come work with you for a while, it was like a blessing. There’s no way I could keep up to date with technology without him. I could not do this. I’d be doing a much smaller level.”

They haven’t looked back since.

“The one thing a lot of people tell me is they think it’s weird to meet a computer engineer that has really good social skills and can communicate with people,” he smiles.

Pierre and Alex are joined by Liz, who helps out in the business, in addition to being extremely connected in multiple community organizations, and even singing the national anthem at Giants games.

As Pierre says with pride, “She does everything with passion. And that’s why she’s never burned out. She’s doing five things at the same time, whether it’s organizing an event for the Hillsborough Concours or Hillbarn Theatre or raising money with SolMateo or Peninsula League. We’ve been married for 35 years.”

As they look to the future, the Buljans do so with a boundless passion for their profession, their community...and its people.

“It means a lot to us to be part of the community. We’re not just here selling; we get involved in everything. We love the people and everything about this area. And it’s very diverse,” Pierre says.

Recently, Pierre and Liz were hand-selected to be on the San Mateo Sheriff’s Advisory Board for the betterment of the community, alongside three to four dozen business people that contribute and support the San Mateo County community.

“It shows that we are not only doing business in the community we love but also big supporters of our community organizations for more than 40 years,” Pierre says. “It’s an honor and privilege to be selected; it can not be bought by any dollar amount.”

Pierre and Liz’s selection is confirmation that they work with integrity and character in business and in the community.

“I’ve engaged with people from all over the world that I met here. I appreciate being here. There’s no place else in the world that we want to be. In fact, I have a hard time leaving on vacation. This is vacation for me. I love being engaged here, chasing deals, chasing people. This is my whole world.”