

Q &amp; A WITH

# ERIC IANTORNO

## REALTOR OF THE YEAR 2021

ERIC IANTORNO & ASSOCIATES IS AT  
1555 CAMINO DEL MAR, #317, DEL MAR.  
HE CAN BE REACHED AT (858) 334-3577.

Eric Iantorno, the #1 ranked Realtor with Pacific Sotheby's International Realty in San Diego, specializes in selling exceptional luxury and waterfront homes. His client-focused, service-forward approach has been the cornerstone of his success. In 2021, the San Diego Realtors Association awarded him with Realtor of the Year for his commitment and dedication to the community, his professionalism amongst his peers as well as his personal ethics and excellence. He is ranked No. 2 in San Diego among all agents. Last year he sold more than \$306 million in real estate as a sole agent.

Buyers and sellers who work with Eric Iantorno & Associates can expect a concierge-style, five-star experience. Every detail from start to finish throughout the process is handled for our clients.

For sellers, this means that we make sure they have all the information they need. We frequently give sellers updates and detailed reports of the market. We take care of their property for them. We show up early for home showings so that the home shows in the best manner.

Often my buyers live outside of San Diego, not only do we show them a property, but we also take care of them from the moment they arrive until the minute they leave town. We arrange for transportation and accommodations, we make dinner reservations, we recommend restaurants and local attractions. Because I grew up in San Diego, I can guide them as to where to go and what to do.

### What is your secret sauce to getting more listings?

High-quality video is my secret sauce to selling properties. This form of media allows us to explain to buyers what makes a home special. Each video captures a property's unique features in a way that photography cannot show such as the natural light, the quality of the finishes or an indoor-outdoor entertainment area.

When buyers see properties over and over, better videos and better information really do stand out. This is the reason I hire an expert videographer who provides the right content. Time and again, I receive twice as many calls, twice as many showings and twice as many offers as compared to not using the video marketing.

### Speaking of technology, do you have a favorite real estate app?

Yes. There are two real estate apps that I use all the time: Picture This and Solar Watch. Picture This identifies plants, flowers and trees. This is handy because during a showing people ask their Realtor to identify a plant. Solar Watch tracks the sun. Want to track and see where the sun will be at 3 in the afternoon or what time there will be shade? This app will track the sun throughout the year at whatever time you want.

### What advice would you give your younger self?

Always place your clients' best interests first and everything else will follow. I learned early in my career never to focus on what is coming to you. Instead, focus on what is best for the client and it all works out.

### Shifting gears, can you share a little bit about your family?

I live in Encinitas with my wife, Heather. We met at the University of Arizona in the 90s and we have been married for 18 years. We have two sons, Ryder, 13, and Rocket, 10. Ryder is tech savvy and enjoys flying drones. Rocket is into sports and is enrolled in a dual language Spanish immersion program. My parents live in Solana Beach, and I am fortunate to spend time with them often.

When I am not working, you will find me spending time with my family, playing golf at the Del Mar Country Club where I am a member, or working on my fitness with a personal trainer. I love to sing and take vocal lessons. I love all types of music and my choice in songs shows it. Heather is big into music too, and she and I go to a lot of live music concerts.

### What is your favorite watch?

I am into Rolex watches; the best watch investment. Last year I picked up two different Rolex watches that I enjoy. The Rolex Sea-Dweller 50th anniversary is a sporty watch made with steel. IT has a beautiful black face and the sea dweller is written in red. The second Rolex is the Daytona with oyster flex band. I am a fan of Panerai luxury watches too.

### Where do you like to eat?

North County is home to so many great restaurants it is hard to choose. You will find me at the Pacific Coast Grill, Pamplémousse Grille, Rare Society, Ken Sushi, or Fidel's.

Where are your favorite vacation spots?

My family and I go to Park City multiple times a year – for skiing in the winter or wake surfing in the summer. Chileno Bay Resort in Los Cabos Mexico is fantastic. The beach is gorgeous, and you can swim in the ocean. Recently we returned from Costa Rica where there was some of the best surfing I have ever experienced. The country is very pretty, and the people are friendly. We love to travel as a family.