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**PETE
MIDDLETON**

JULY 2018

PETE

A Lifelong Reator

By: Zach Cohen | Photo Credit: Lance Emerson Photography

MIDDLETON

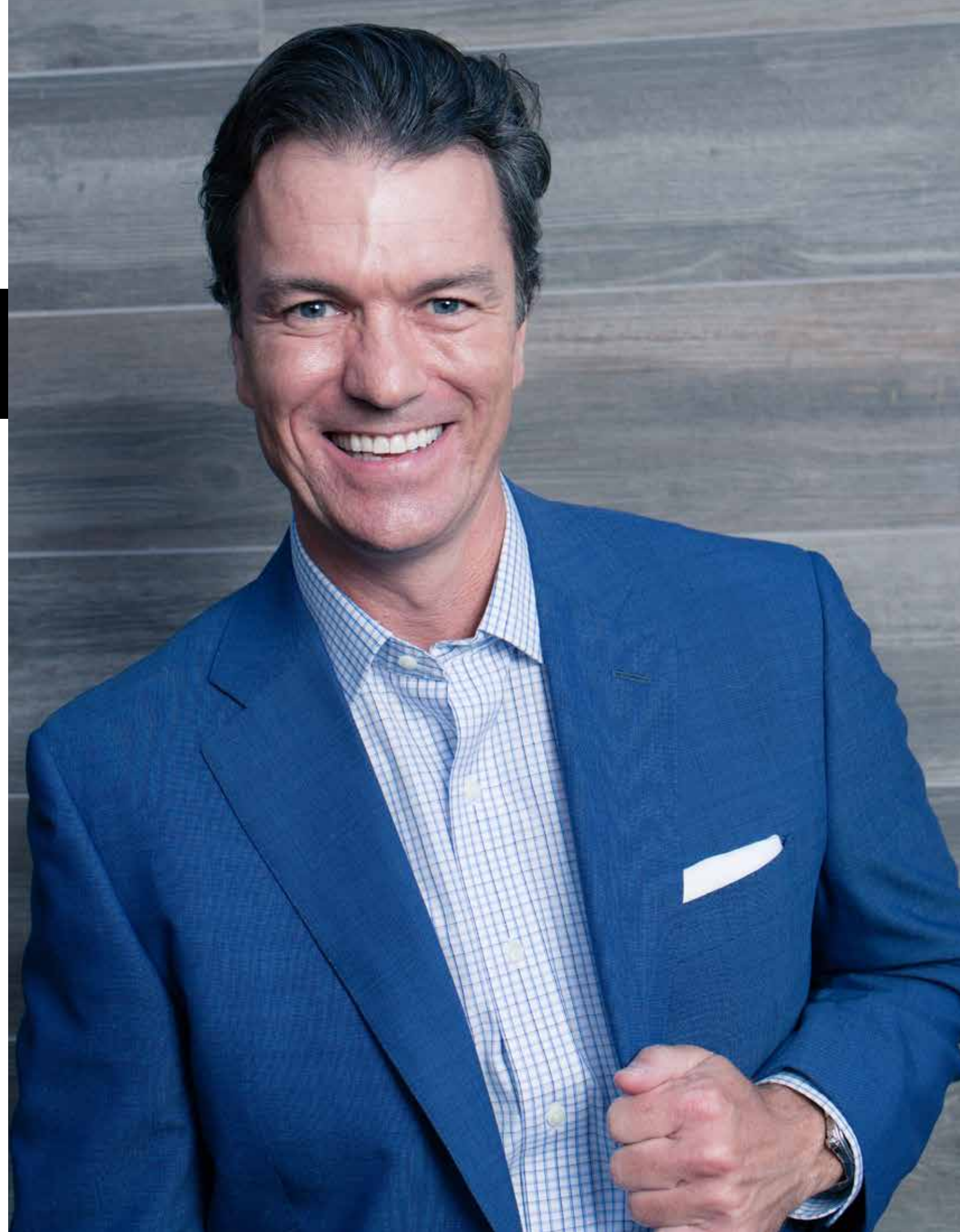


“My goal is to make a difference in the lives of those I cross paths with, in my personal life and professional life. Helping others is not about notoriety or making money, it's about affecting people's lives in a positive way while demonstrating and maintaining strength and integrity of character across all paths in life.”

Originally from Brockton, MA, Pete Middleton has been around the real estate industry since early childhood. His parents, Frank and Ginny, owned a brokerage firm aptly named Frank Middleton Real Estate. It was here as a young boy that Pete got his first valuable

lessons in real estate. “I was going to the office to help out with real estate since I was 8 years old,” Pete explains. “Answering phones, putting up signs, running postcards, dropping off flyers, cleaning houses, fixing houses, going to construction sites. All that stuff.”

Middleton received his license in 1992 in Massachusetts; in 1996 he decided to relocate to San Diego, joining RE/MAX that same year. Pete stayed with RE/MAX for almost a decade, receiving a multitude of awards and recognitions, including being named the number-one agent in the company. In 2005, Middleton switched gears and opened Keller Williams La Jolla





in UTC until 2009; he then founded luxury boutique brokerage, Middleton & Associates Real Estate.

Middleton & Associates quickly became one of the top local brokerage firms in La Jolla. In 2013, the brokerage completed 188 transactions totaling over \$140 million in sales volume. In 2014, Coldwell Banker acquired Middleton & Associates, joining two powerful local real estate forces. With Coldwell Banker, Pete now leads the Middleton Team, a group of handpicked, elite agents. The Middleton Team specializes in areas such as La Jolla, Pacific Beach, Solana Beach, and Del Mar. **“I’m extremely grateful to real estate because it’s given me a great life,”** Pete explains.

Leading with Values

Experience has been a cornerstone of Middleton’s success, however it’s his values that are the driving force behind his business. “I’ve been raised my whole life to always tell the truth. It’s the

easiest thing to remember,” Pete explains. He runs his real estate business with this straightforward mentality, building success in the fertile soils of respect and integrity. He seeks not only the respect of a few but treats everyone he comes into contact with the same sense of dignity. **“It’s a game of inches ... you have to not only have the respect of your peers but have the respect of people who are looking to buy and sell.”**

One of Middleton’s most vital assets is his willingness to continue learning. He looks ahead with drive and ambition that propels his team forward. **“My passion in my business is to get my brand out there. To be different and unique and to really work in the upper echelon of real estate,”** states Middleton. **“Never stop educating yourself. Always ask questions.”**

Leading with Heart

Alongside his burgeoning real estate business, Pete Middleton



remains grounded in what is truly important to him in life. He gives back to several local and national charities. His number-one charity is the Ronald McDonald House, where he sat on the board for six years and has been involved for over 15 years. “My best friend growing up was Michael Jacobs. He died of Leukemia. When he used to go into treatments in Boston, I used to go with him, and we used to go to the Ronald McDonald House. He died when we were almost 9. It was really sad... His parents were like second parents to me. I joined to honor him.” Pete is also involved with Embrace, an organization that seeks to bring socio-economic issues to light. By bringing different cultures, races, and social groups together, Embrace helps these groups practice kindness and understanding through conversation and community activities. A third charity Pete gives to, Fresh Start, provides pro-bono surgical work for children and adolescents with deformities or physical issues.

Above all else, it’s Pete’s family that is his most cherished gift. Pete and his wife, Nicole, have been married for 12 years and together for 18. Together they have two beautiful children: Olivia is 11, and Quinn is 4. They are his reason for being. As Pete explains, **“If you understand the truest sense of your ‘why,’ then your ‘how’ is easy in any situation your life throws at you. My ‘why’ is this (pointing to a photo of his family).”**

