

TOP AGENT MAGAZINE

DAVID LUKAN

After many successful years working in the entertainment business, David Lukan was looking for a career change. "I just wasn't feeling content with what I was doing, and at the time I had several friends in the real estate industry. I had always had a passion for real estate growing up, my mom was a contractor and investor, so I was going to see properties with her and watching as she would fix them up and flip them. I eventually decided to take the leap and try out a completely new career. Here I am ten years later and it really has been the perfect fit."



This isn't about getting a commission check, it's about helping our clients achieve their real estate goals. When you focus on that, the money will come."

David's above and beyond approach also applies to his comprehensive marketing approach when it comes to his listings. "We spend a lot of time getting the property show ready, and I take a hands on approach with that step. Once that is done, I bring in a professional photographer and then we create a marketing plan that guarantees maximum

exposure, while really targeting who I believe to be the most likely buyers. Everything is very specific to the property and we've had amazing results with this approach."

David has been recognized as a top producing agent almost from the start, and currently leads a small team at KW Luxury Homes International, a company that he chose because they share his commitment to excellence and providing clients with an exceptional customer experience. David goes wherever his clients need him, but primarily focuses on Los Angeles County, from Malibu to Downtown Los Angeles.

David is active in his community and supports several charitable organizations in the city, including ones that help the homeless and animal rescue. He is also a big supporter of the arts. When he isn't working, David, an avid car enthusiast, enjoys going to car shows and on road trips. He also loves exploring his state and his city as well, trying new restaurants and enjoying all that Los Angeles has to offer.

One of the keys to David's success has been his open and honest communication. His straight forwardness is what keeps his clients not only coming back, but recommending him to their friends and family, as well. With this approach, it's no surprise that David has earned a remarkable 95% rate of repeat and referral business. "I have a reputation for being brutally honest. I'm not here to just make a sale, I'm here to guide and advise my clients through the process, in order to help them make the best decisions. I'm also a hard worker and make myself available to them as much as possible. I always say there are a lot of good agents out there, and what sets us apart is the we put our client's needs above our own."

David would like to continue building his team, and wants to become more involved with development projects throughout the city. "I want to keep doing what I'm doing and build upon the fundamental values I've established with my team, always putting the client first. I love what I do. Helping my clients find the perfect home, or sell their home for top dollar is so satisfying. Knowing that I've made people happy and that I've given them an experience that exceeded their expectations is what keeps me going."



To learn more about David Lukan

call 805-403-4935, email davidlukan@kw.com, or visit pgestates.com/default.aspx