

MODERN LUXURY

San Diego

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Downtown San Diego



MODERN LUXURY SPOTLIGHT

TOP LUXURY REAL ESTATE LEADERS

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PHOTOGRAPHY BY KRISTEN VINCENT

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MODERN LUXURY SPOTLIGHT

Priscilla Wood Balikian

COMPASS LUXURY DIVISION
BROKER ASSOCIATE
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As both a resident and a trusted real estate agent in Rancho Santa Fe, Priscilla Wood Balikian possesses an intuitive understanding of the high-end community and a long-standing track record of results for her clientele. Two decades of industry expertise and a Telly Gold Award for creative marketing excellence underscore Balikian's ability to pair strategic insight with innovative marketing.

Today, this Top Luxury Real Estate Leader is witnessing a clear, meaningful shift toward homes that prioritize wellness, longevity and intentionality. Features such as cold plunges, saunas, and dedicated mindfulness spaces are no longer niche, but serve as a meaningful enhancement to today's most thoughtfully designed homes. "Having represented a significant number of properties in Rancho Santa Fe and its surrounding enclaves, I'm seeing this evolution firsthand," says Balikian. "This is not a passing trend, but a redefinition of luxury, where homes are thoughtfully designed to support well-being--blending beauty with function to elevate everyday life."

The foundation of Balikian's business is rooted in trust, discretion, consistency and alignment. She approaches each transaction as if it were her own. For buyers, Balikian is deeply disciplined in securing the right opportunity on the best possible terms. When representing sellers, she crafts high-end positioning strategies that maximize exposure and deliver the strongest bids. Her fervent focus, paired with a carefully curated client roster, ensures a highly tailored experience. "My clients are never just one of many," she says. "I commit to a select number of clients to ensure I'm personally involved in every detail from start to finish." Lasting success, in this Top Luxury Real Estate Leader's view, is measured by the quality of her relationships and the exceptional outcomes she delivers.

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