

TOP AGENT MAGAZINE



VARTAN "VIC" MARKARIAN

Some real estate agents are bubbly and grandiose, bursting with energy and fast-talkers. Some can be quite serious, speaking about strictly about statistics and numbers. However, rarely do you encounter an agent who possesses the calming reassurance and quiet

confidence that Vartan "Vic" Markarian displays. As the Broker and Owner of Markarian Realty Group, Vic has 26 years of expertise in the real estate industry, and his extensive knowledge immediately puts you at ease.

It all started back in 1983, when Vic found himself fascinated with the process of buying his own home. "I was inspired by the real estate process and got licensed in 1990," recalls Vic. He obtained his broker's license in 1992 and interviewed with several agencies but didn't quite find the right fit. "I noticed none of them offered the proper training or support on how to serve your client's best interests, so I started my own company. I also implemented the team concept, so someone would always be available for our clients. That's how we're able to give them superior service."

Serving Glendale, Burbank, La Crescenta and surrounding areas, Vic's expertise lies in investment properties. "Because I am an investment property owner, too, I can advise my clients on not only which properties would be good for what they need, but how to manage them, as well."

As the result of his dedication to clients and genuine passion for his work, Vic has been the recipient of numerous awards. Shortly after he got his start in the industry he received the Million Dollar Agent award with the agency he worked for. More recently he was voted the 2015 Top Rated Real Estate Agent in Los Angeles, and was awarded Best Business in Glendale by BestBusiness.biz in 2014.

Of the many aspects that set Vic and his team of 7

agents apart, it's the performance and satisfaction guarantees that are most impressive. "We guarantee to our sellers that we will get 100% of the asking price for their home or we'll pay the difference. For our buyers, we offer the "perfect purchase" guarantee: if they're not satisfied with their home within the first 12 months, we'll buy it back or sell it commission-free," explains Vic. "It's a good incentive for us to work hard and go the extra mile. If we don't do a good job for our clients, then we don't deserve the job at all!"

The strategy has garnered successful results, not to mention a large percentage of repeat and referral business. "We have a very strong client rate. One of my recent clients came to my wedding with his parents (who are also clients) when he was five years old - that was 25 years ago. It's very touching and it warms my heart to know that even after 25 years they—or their kids—still choose to come back to me."

Away from the office, Vic devotes his spare time to his family and is an avid table tennis player, participating in several competitions. He is also committed to bettering his community by sponsoring and supporting local youth organizations, churches and countless other charities whenever he recognizes a need.

In the future, Vic's goal is to expand his business, while continuing to deliver the best service and maintaining the integrity and trust he's worked so hard to build. "Really, all we want to do is find out what our clients want and tailor our services to help them achieve their goals," says Vic. "We will always put their needs first. That's how we operate and that's why they're still calling me 26 years later."

FOR MORE INFORMATION ABOUT
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