

TOP AGENT

MAGAZINE



**BRENT
WATSON**



Top Agent Brent Watson spearheads his work under the banner of Brent Watson Homes, serving clients across the greater Los Angeles region.

Brent Watson always had an interest in homes and architecture, but it wasn't until he began a career in securities that he realized his true calling. He craved a role that would allow him to interact with people, pursue his passions, and dictate his own path. "I've always had a love of properties, and I decided real estate was the way to go," he remembers. Now, twenty-six years later, Brent has built a thriving enterprise and a reputation to match, known for his incisive negotiating style, proven track record, and personal touch.

Today, Brent spearheads his work under the banner of Brent Watson Homes, serving clients across the greater Los Angeles region, though his work most often sees him closing deals along the Sunset Strip, West Hollywood, and Beverly Hills. "I go anywhere that I'm needed," he says, "and if you've been in this industry as long as I have, you have clients and business all over the city." What's more, almost the entirety of Brent's business is driven by repeat and referral clientele who trust his experience and detail-oriented



approach. “My clients know that I’m a hard-nosed negotiator,” he says. “I do not leave any money on the table whether I’m negotiating on behalf of a buyer or a seller. I’m pretty tenacious about getting the deal done, and I’m often called in when others can’t do

it. I work hard, I wake up thinking about real estate and go to bed thinking about it. It’s in my blood.”

When listing properties, Brent adjust marketing campaigns to suit the particular



"I do my homework," Brent says, "and I really search out that knowledge. I want a complete understanding of the property, and if you have that, you have a leg up. It's not just another product. It's a home and it's got a story. That's what I want to know."

property in question, pairing high-end photographers with architectural marvels that lure buyers the world over. In addition to immersive documentation, homes are disseminated across a range of listing platforms and social media outlets. "I do my homework," he says, "and I really search out that knowledge. I want a complete understand-

ing of the property, and if you have that, you have a leg up. It's not just another product. It's a home and it's got a story. That's what I want to know." Closing roughly 25 to 30 properties annually, at an average price-point of \$3-million to \$6-million, Brent has set himself apart in one of the nation's most sought after locales.



Beyond the office, Brent gives back to his community through various charitable efforts, especially in support of animal rescue organizations and L.A.'s Outfest Film Festival. In his free hours, he most enjoys time spent traveling in Italy.

As for the future, Brent intends to keep progress advancing steadily, with hopes to mentor and bring on an additional agent in the years to come. For now, he is content to build his greater Los Angeles community with each home sold. Now, with nearly three decades



of experience and insight to his name, Brent considers what he enjoys most about his chosen field, and what lies ahead. “My favorite thing is matching a personality to a property,” he says. “There’s also the feeling of success

and satisfaction that comes from negotiating a great deal for a client and finding the best fit for them. I don’t plan on retiring anytime soon. I love what I do. For as long as I can keep doing it, I’ll be here.”



To learn more about Brent Watson please call (310) 600-9119 email Brent@BrentWatsonHomes.com, or visit BrentWatsonHomes.com

