

# TOP AGENT MAGAZINE



## SAM LEVY

Sam Levy found his passion for real estate when he was still in college. His grandparents passed away, leaving an estate to his parents, who asked Sam if he wanted to be responsible for selling the property. He listed it for \$1 million and it sold for cash in two days. “It was an eye-opening experience for me,” he said. After that experience, he studied for and received his license and then went to work at a marketing firm, selling real estate part-time. In 2016, he decided to follow his passion and pursue real estate full-time. He’s now part of a team at The Brokery where he serves Central Phoenix with a focus on 15<sup>th</sup> Avenue to I-51.

Already an impressive 90% of Sam’s business comes from repeat and referral clients. Sam’s complete dedication to his clients wins their loyalty and trust. He listens closely to their goals and educates them about each step of the process. For buyers, he talks them through the inspection and the current and potential future value of the home, and he shares information about school districts, local businesses and restaurants, and neighborhood walkability.

For listings, Sam works closely with sellers to prepare the home and to decide on a listing price. Once the house looks its best, he hires professional photographers to highlight the property’s best features. He then uses his tech savvy to spread information about the listing through social media and internet blasts. He’s a firm believer in print marketing as well as sending direct mail and placing ads in local publications. “We also have an office in The Biltmore Hotel. We market our listings in that lobby which has about a million visitors a year. That’s one really

unique way we get the word out about our listings,” he says. The result of this combined approach is often a quick sale at a competitive price.

Sam’s has two favorite parts of the job—his clients and negotiating on their behalf. “My clients and I become both friends and business partners at a deep level. I love closing challenging deals and making my clients really happy.” To stay in touch with past clients, he emails them an informative weekly newsletter, sends birthday and holiday gifts, and often meets up with them for lunch or dinner. To give back to the community, he coaches youth basketball; volunteers with Native Health, a local nonprofit; and is involved in youth and peer mentoring. He’s currently in the process of creating a scholarship fund to help students from his high school attend college. In his free time he plays basketball with a local league, runs half marathons, and enjoys trying new local restaurants with his girlfriend. For the future, Sam plans to continue to grow his business and build a team so he can support and mentor up-and-coming agents.



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