

TOP AGENT

MAGAZINE



Benjamin **Leaskou**

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Mastering the Art of Real Estate

Benjamin Leaskou has the Art of Real Estate down to a science. With more than 27 years of executive sales, marketing, branding and customer service experience, this top REALTOR® is known throughout Palm Springs for making deals happen. He is ranked in the top 1% of his firm, Greater Palm Springs Realty, and was recently named partner.

“I love contemporary art,” said Benjamin. “But there’s also an art to working the deal. It takes a lot of talent, especially in today’s economy, because you really have to work at selling property.”

One attribute that sets Benjamin apart is his commitment to seeing a deal from inception to completion—no matter how long it takes. In fact, he stuck with one short sale for the entire year and a half it took to close escrow. While other agents might have walked away, Benjamin worked with one lender and buyer after another until his client’s property sold.

“When it comes to helping my clients, I’m relentless and tenacious,” said Benjamin. “I examine every angle to see how a deal can be made, I price properties right and I make sure deals don’t fall out of escrow on my watch.”

Benjamin’s “stick-to-it-ness” is a carry over from his astounding auto industry success; he was partner in the San Francisco Bay Area’s top DaimlerChrysler dealership and built a reputation for turning failed dealerships around.

After moving to Palm Springs, Benjamin gave thought to opening a world class dealership in Palm Springs. However, Benjamin’s real estate aptness set him on a new path.

Today, Benjamin blends decades of sales expertise with his knack for buying and selling multimillion dollar properties in Palm Springs’ most coveted areas to offer clients a unique realty experience. View one of Benjamin’s TV commercials posted on his website, www.LeaskouProperties.com and you begin to understand both his passion and originality.

Whether clients are in search of buying or selling a vacation home or primary residence in Palm Springs, Benjamin commits to making the deal happen. “There’s a saying in the auto industry ‘I won’t stop until they buy or I die,’” said Benjamin. “I make sure I’ve exhausted every resource to make the deal happen.”

Benjamin’s affable style complements his perseverance. For clients, that means having a responsive REALTOR® with a proven track record of buying and selling top properties in Old Las Palmas, Vista Las Palmas, and the Movie Colony. For agents, that means working with a REALTOR® and a brokerage that’s as attentive to their needs as it is to its clients’ needs.

“Greater Palm Springs Realty is a boutique brokerage that gives agents the flexibility to work at their own pace,” said Benjamin.

“Here, agents are more than just a number. Everyone is treated with respect, everyone is appreciated regardless of numbers, and we care about agents’ overall satisfaction. Our agents don’t work for us, they work with us,” Benjamin added.

The brokerage also provides agents with a unique, private and stylish workspace. Set in a timeless 1930s condo community, Greater Palm Springs Realty gives each agent their own space with their own front door.

“We’ve gone from five to 20 REALTORS® who wanted our tried and true business,” said Benjamin. “Some are in the top 1% and were pleased they could come here and not have to rent their own office.”

Benjamin personally chose Greater Palm Springs Realty for its close-knit, family feel and its symbiotic relationship with its sister company, Vacation Palm Springs, a property management company specializing in vacation home and condo rentals. In addition to getting 250,000 website page views per month, the company represents more than 200 vacation home rentals and condos, from studios to mansions, and is booked solid every holiday. When guests arrive, they often consider buying a primary or vacation residence in the area and the first place they turn is often Greater Palm Springs Realty, where they can work with skilled, passionate REALTORS®.

“Greater Palm Springs Realty is increasing sales exponentially,” said Benjamin. “We went from \$20 million to close to \$40 million and we’ll

eventually reach \$60 million, even if it kills me,” Benjamin laughed. “We have a huge piece of the pie here,” he added.

Peruse Benjamin’s recently sold and new listings at www.LeaskouProperties.com and you’ll see that al-



though he laughs in jest, he’s certainly not kidding. His range of properties showcases the best of Palm Springs living and exemplifies his diverse product knowledge. Multiply that by what other Greater Palm Springs Realty agents have to offer and you begin to see how Benjamin can realistically meet the goal he’s set for his firm.

“I get a lot of snowbirds from Seattle, New York, Canada, all over. Whether they’re looking for a \$60,000 condo or a million-dollar home, they’ll get the same level of service at Greater Palm Springs Realty,” said Benjamin. “I go to the ‘in-th’ degree for clients. I help them buy the house that fits their needs and their budget. I make it a priority to help clients understand that with Greater Palm Springs Realty, they can buy and sell with confidence.”

“I love it,” said Benjamin. “From open houses to advertising and marketing to negotiating the best deal possible for my clients, I love the Art of Real Estate.”



Benjamin knows Palm Springs as well as, if not better than, any other long-time resident and enjoys showing his clients the area's toniest parts of town. Not only are they areas his clients seek, but they are places close to his heart, including Old Las Palmas, which is where he calls home and displays his Asian Antiques and extensive contemporary art collection.

Benjamin and his partner Dean are active in the Palm Springs community. They are contributors to the Palm Springs Art Museum, the De Young and Legion of Honor Museums, Project Open Hand, SF Aids Foundation and the Desert Aids Project. Benjamin is also active in the Palm Springs Association of REALTORS® and served as Chairman for the Palm Springs

Association of REALTORS® MLS Committee. In his free time, Benjamin volunteers for the Old Las Palmas Neighborhood Association.



To learn more about **Benjamin Leaskou** and Greater Palm Springs Realty, call him at (760) 799-4290, email him at ben@GreaterPalmSprings.com, or log onto www.LeaskouProperties.com.