

EXECUTIVE AGENT™

MAGAZINE

MELISSA
TUCCI

Executive Agent of the Month



WEST

MELISSA TUCCI

Written by Haley Freeman - Ian Wiant Photographer

According to Melissa Tucci, the official agent of the San Diego Padres and the number one agent at Coldwell Banker in California, the most fundamental tenet of success is doing the right thing. Whether she is picking up an elderly client to get a document notarized, or supporting a cause in

her community, Melissa keeps putting positive things in motion and watching them bring more good things to life.

In a business climate where most top-producing agents are assembling large teams, Melissa operates her high-volume business as a solo agent with a skilled assistant. Last year alone, she closed an astonishing 165 transactions. "Without technology and DocuSign, there's no way I could do it," she laughs.

Without her tireless Midwestern work ethic (she hales from Chicago), there's no way she could do it, either. Melissa took her first job at a hot dog stand when she was only 10 years old, and she's been working ever since. "It's not unusual for me to be on the phone with clients at 11:00 at night hammering out terms to get an offer submitted. It goes back to the basics. Every day, you have to be available if you're going to be successful. Real estate is a way of life, not a job. It's who you are. It goes non-stop, but I enjoy that."

Perhaps because of her Midwestern roots, Melissa also takes a more traditional approach to maintaining her professional image. "Of course people want someone who's competent and knows what they're doing, but to be taken seriously, you also have to look the part. I always dress in professional attire, even in hot weather. It's pretty simple: you dress for success"

A licensed broker who is approaching \$100 million in real estate sales, there is no doubt that Melissa knows exactly what she is doing. In addition to her considerable real estate expertise, she has a strong construction background, since her husband is a builder. Over the years, she has learned about things like costing and design, and she has acquired a network of reliable contractors and tradespeople. These are assets she frequently passes on to her clients.





Melissa recently added a new title to her long list of credentials, that of commercial real estate developer. She is currently overseeing the construction of a multi-story, multi-use, 29,000 square foot property that will house retail, five luxury townhomes and her own 6,000 square foot office at the top. That's a lot of space for a solo agent, but Melissa is excited about the possibilities it opens up for creating new things. The project is slated for completion in 2019.

"My husband builds custom homes, and this is by far the biggest project we've done. It's just for us - we own it solely without investors - so it's all our hard work coming to fruition. I'm not a flashy person, but I'll be very excited once it's done."

Melissa's business always thrives, regardless of market conditions, because she goes where the market goes. "When the economy crashed, I worked with more investors. I went with clients to auctions and helped them renovate and flip. I was also one of the few agents who negotiated all of my own short sales. You have to be a chameleon in the market. It's one of the reasons I always work

with both buyers and sellers. Even in a bad market, people will always need to buy or sell. Life circumstances change, families relocate with the military, and there are trust and probate sales. People will always need someone who can give them good advice and look out for their best interests through big life transitions."

A client who has both bought and sold homes with Melissa summed it up well:

"I've partnered with Melissa on three transactions, and they were all executed fabulously! As our listing agent, she gave us great advice on market conditions affecting our timeline, and she was 100 percent correct! The online listing ad was beautifully done with professional pictures. As our buying agent, Melissa's connections were just what we needed to help our offer get accepted in a highly competitive market. She also gave us a wonderful recommendation for our loan needs and contractors to help us personalize our new home! I couldn't have asked for better communication or expertise during our simultaneous selling/buying transactions."

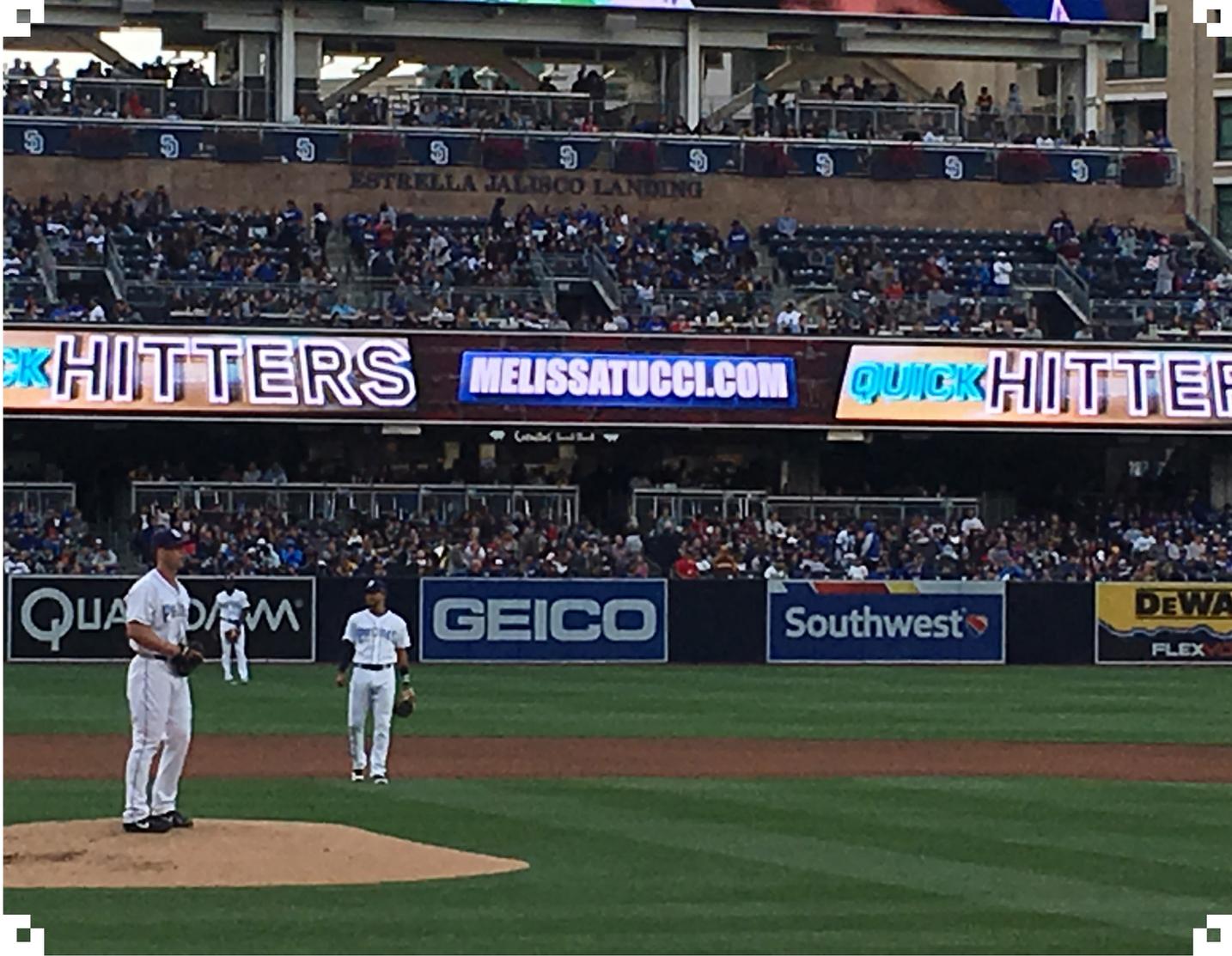


Doing the Right Thing

Melissa proves that working hard and doing the right thing pays off, and she admits to loving the adrenaline rush that comes with the challenge and thrill of competition in business. “But the biggest blessing is to be where I am and able to make a difference in people’s lives from a charity standpoint,” she says. Melissa is a champion of many worthy organizations, including the American Cancer Society, Teen Suicide Awareness and the Make-a-Wish Foundation, to name a few. But being in a family of softball and baseball enthusiasts, she also supports the Rancho Girls Softball League. “It’s especially fun because I can see exactly where

the funds are going. It’s a wonderful feeling to see their smiles and know I had a part in it.”

Of course, the ultimate expression of her passion for the sport is her advertising and marketing partnership with the San Diego Padres. Now in her fifth year as the team’s official Realtor®, she is the only agent ever endorsed in the history of the team. You can’t miss her prominent signage at the stadium, and she loves having season tickets and suites she can share with friends and clients. Her affiliation with the team also provides great exposure for her listings.





Consistent with her habit of doing the right thing, Melissa also uses her status with the team to continue her cycle of goodwill. “A couple of years ago, there was a boy with an awful flesh-eating bacteria who almost lost his life. I was able to get him on the field with Matt Kemp, and he got a signed photo and jersey. It’s really rewarding to be able to utilize things like that to make a difference in people’s lives.”

For all her success, Melissa remains a humble and authentic human being. First and foremost, she is a wife, a mom and a good neighbor. The fact that she also happens to be phenomenal at her job just enhances what she is able to contribute to others. “I want to make a difference in the world, and I believe that by doing good, we make other good things happen.”



MELISSA GOLDSTEIN TUCCI

Coldwell Banker West

1820 Monroe Avenue, San Diego, CA 92116

Tel: 619-787-6852 - Email: Sold@melissatucci.com

Web: <http://www.melissatucci.com> - CalBRE # 01380034