

TOP AGENT

MAGAZINE

A professional headshot of a woman with long, wavy brown hair, smiling warmly at the camera. She is wearing a dark blue pinstripe blazer over a white collared shirt. A delicate necklace with a small diamond pendant hangs around her neck. The background is plain white.

MELISSA
TUCCI



Top Agent Melissa Tucci has her finger on the pulse of the San Diego real estate market. Ranked as the number one Coldwell Banker Agent in both for California and Nation-wide, and as the Official Agent of the San Diego Padres, Melissa has spent nearly two decades cultivating her reputation as a Realtor who consistently goes above and beyond for each and every one of her many grateful clients. Her focus on exceptional client service, coupled with her deep well of industry knowledge have set her firmly at the pinnacle of her profession.

Melissa found success in the industry almost instantaneously. "I took off running from the get-go," she remembers. "I had a great first year, so I knew it was the right field for me, and my business has grown every year since then." Melissa obtained her broker's license in 2005, and since then she has become the recipient of numerous awards and accolades attesting to her business acumen, her dedication to her profession, and her authentic, ethical approach. Her recognition as San Diego Magazine's 5-Star Winner for Customer Satisfaction a staggering nine years in a



row is impressive by any standard. She has also been recognized multiple times by this magazine, appearing on our front cover three times.

With nearly half of her business based on repeat and referral clients, Melissa is clearly inspiring deep loyalty among her buyers and sellers. “I always listen to what my clients have to say,” she says by way of explaining this loyalty. “I respond in a very timely manner, and I’m always there for them to share my knowledge. I have the



answers at my fingertips, because I’ve been doing this for a really long time.” There are many other factors, as well, including her



impressive work ethic and her personable nature. “I make my clients feel as if they’re my only client,” she says.

Melissa’s status as the Official Agent of the San Diego Padres baseball team is a testament to Melissa’s Top Agent status. “I’m the only agent the team has ever endorsed,” she says. “So that definitely sets me apart from my peers. I’m able to help the players and the staff, and I get to market with all their partners and have signage in the ballpark.” Her presence as a real estate specialist on local

(though soon to be national) television show The American Dream and her appearances on a local radio show have only increased her visibility and provided an exceptional showcase for her listings.

Melissa’s comprehensive and intelligent approach to marketing ensures that each and every one of her listings is seen by as many potential buyers as possible. High-end professional photography, drone videos, Matterport Floor Plans and individual websites for each listing are among the many tools in her arse-



nal. Additionally, Melissa leverages social media to great advantage using platforms that include Facebook, Instagram, Snapchat and Twitter. “You really have to be up on social media and technology,” she says, “because people want immediacy and newspapers and magazines don’t typically provide that anymore.”

Despite the financial rewards of her chosen profession, Melissa points to the more personal side of the business when asked what she enjoys most about what she does. “I love

the aspect of helping people,” she says, her sincerity obvious. “I love when people get their dream home or when they’ve sold their house and feel like they got a great price for it. I feel like I get to make a difference in people’s lives and that’s very important to me.”

Melissa is a firm believer in giving back to her community, and though her philanthropic efforts are too numerous to list here in their entirety, she has been involved with the YMCA, the National Breast Cancer Foundation, the Make-a-Wish Foundation and



the Miracle Babies Non-Profit Organization, among many others. She also donates a portion of each commission to the San Diego Foundation which benefits multiple local charities.

During those rare moments when she isn't servicing her buyers and sellers, Melissa enjoys nothing more than spending time with her husband and three children. She is also an avid runner.

As for the future, Melissa is looking forward to growing her business. In anticipation of this, she recently tore down two properties she owns and is in the process of building a 29,000 square foot commercial mixed-use building where they once stood. "When the building is done," she muses, "I would potentially consider creating a team and getting more people involved. I'm so excited to see what the future holds."

For more about Melissa Tucci,
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or visit MelissaTucci.com