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**MELISSA
TUCCI**

Melissa Tucci



POSITIVE ENERGY ATTRACTS POSITIVE RESULTS

By: **Mikaela Rios** Photo Credit: **DVK Productions**

Melissa Tucci exudes positive energy. If it weren't for her stellar career in real estate, she could easily be a life coach, motivational speaker, or perhaps a softball or baseball coach. More on that later.

Tucci, broker and Realtor with Coldwell Banker West is the #1 female agent in the San Diego market, which is where she began her career nearly 20 years ago.

Earning her sales skillset the hard way, she was in Yellow Pages advertising prior to real estate. Therefore, direct sales was her first intense experience in overcoming objections, "taking the bad with the good," and remaining positive.

When she transitioned to real estate, Tucci knew she was where she wanted to be. **"I realized that what I do really matters. It's a great feeling!"**

Finding a career field that was so rewarding and multifaceted keeps Tucci energized. "It brings me such joy to make a difference in people's lives," she says. "I absolutely love it when I get an offer accepted on behalf of my buyers in a multiple offer situation," she relates. "The air seems electrifying when I get to tell my clients that their offer was accepted." Likewise, Tucci says she "truly enjoys" negotiating for her listing clients.

She must be doing something right. Among Tucci's many awards, the most impressive are: Century 21



every day is going to be the ‘best day,’ so just dust yourself off because tomorrow will be a better day. If you don’t get this win, or this client, or this deal, you’ll get the next one.”

There’s an illustration of that irresistible positive energy Tucci exudes.

Tucci has definitely “been there and done that” over the past two decades in real estate, and she wants others to benefit from what she’s learned along the way. From marketing to branding to interpersonal relationships, Tucci has advice.

“Social media and internet marketing is extremely important,” she says. “Most understand that Zillow, Trulia, and Realtor.com are very important, but don’t forget about newspaper and magazine advertising. Also, ensure you have updated reviews on your sites.”

#1 Nationwide; Coldwell Banker #1 in California; nine years in a row as San Diego Magazine 5-Star Winner for Customer Satisfaction; and the only person in history with the position and title of Official Real Estate Agent for the San Diego Padres.

Yes, it’s true. Melissa Tucci is the Padre’s Official Real Estate Agent. It fits her so well, as baseball and softball are a large part of Tucci family. She and her husband Dominic, have three daughters,—Sydni (17), Brooke (10), and Ashley (8) and all are actively involved in the softball community both on the field and as board members.

Donning what could be her “coach” cap, Tucci encourages her girls and others in the real estate industry to “be that positive person because people thrive on positive energy.” In sports and in life, she points out, “you’ve got to take the bad with the good.” She admits, “Not



Because Tucci is a firm believer that positive energy attracts others, she encourages people to, **“be human, relational, and approachable,” in their daily lives. “Treat others how you want to be treated and it will come back to you and always have good karma and do the right thing.”**

Being professional encompasses both action and appearance. “Dress professionally,” she urges. **“Respect others by being responsive to their texts, emails, and phone calls. Above all, remain humble and always do the right thing.”**

Doing the right thing is one of Tucci’s mantras, in fact, and she lives it out in her personal and professional life. She’s a faithful supporter of local and national charities, and contributes money from every closing to help organizations that help strengthen the community. Among the beneficiaries of her support are the Rancho Girls Softball League, The San Diego Foundation, Make a Wish Foundation, American Cancer Society, Breast Care Awareness, St. Jude’s, Miracle Babies Foundation, Teen Suicide Awareness, and more.

A clear leader in San Diego, Tucci truly immerses herself in the community. In the year 2018, she will leave a lasting impression on the area by opening a 29,000 square foot landmark building which will house her brokerage, as well as store-front shops, offices, and residential living.

In addition to the outward expressions of success -- a handsome building and successful career -- she wants her legacy to be personal, as well. She wants it to reflect she’s one who “works hard, cares, and is a good person.”

This is how positive energy attracts positive results. This is how Melissa Tucci lives her life.



MELISSA TUCCI, COLDWELL BANKER BROKER

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