

SAN DIEGO

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FEATURING

**ERIC**  
Iantorno

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# ERIC IANTORNO



With that in mind, it's natural to wonder how Eric Iantorno approaches his work. After all, success leaves clues. As he'll tell you, part of his preparation for a successful real estate career started for him on the golf course.

#### **Teeing Things Up**

Growing up in North County in San Diego, Eric attended Torrey Pines High School. But another part of his classroom came with 18 holes.

**“Golf taught me how to interact with others, because I was constantly meeting new people, getting paired with people I didn't know for 18 holes, and then playing with them for four and a half or five hours,” he says. “It really taught me how to be a good communicator, and a good listener. It also taught me etiquette.”**

It also taught him about competing — and achieving — at a high level. In fact, his advanced level of play on the golf course took him places — including a spot on the nation's top-ranked golf team at the University of Arizona.

“I thought I was going to be a pro golfer. Unfortunately or fortunately, that didn't end up being the case. Playing against Tiger Woods, I recognized that professional golf wasn't going to be my calling and started looking at what I was going to do next as a career,” Eric recalls.

#### **Warm-Up Swings**

After college, Eric and his wife, Heather, lived in Phoenix. And in 1998, he decided to get his real estate license. His first job was with a top-producing mortgage broker. But there was something missing.

“I didn't love the mortgage business. Everything was very black and white,” he says. “It was a numbers game, and I didn't enjoy sitting at a desk every day.”

So he moved into commercial real estate, where he leased and sold industrial buildings for four years with Cushman Wakefield.

## LEADERSHIP ON COURSE

**Any way you look at it, Eric Iantorno is one of today's most accomplished real estate agents. As Associate Broker with Pacific Sotheby's International Realty, his performance sets a standard.**



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Eric was licensed in Arizona and California. With time, he and Heather moved back to San Diego. And he began a new path.

### Home Course

Like a golfer facing a change in course conditions, Eric reached into his bag and chose a new club.

“It was at that moment I decided to get my broker’s license and pursue my real passion — which I realized was residential real estate. I just felt residential was a better fit for me long-term, and it was local. I could basically walk out my door and sell,” Eric explains. “I recognized I loved architecture and interior design. I love homes, and I love San Diego.”

So Eric went to work and enjoyed a number of years with Coldwell Banker, working as part of Doug and Orva Harwood’s group. It was there where he developed his skills and understanding of luxury real estate. Eric explains, “Orva and Doug gave me the foundation for success and I am very grateful for their guidance.”

Each year, Eric’s game continued to improve and grow. And in 2012, he was recruited to join Pacific Sotheby’s International Realty in Del Mar.

Throughout his career, Eric’s numbers have steadily helped him climb up the leader board in San Diego — and beyond. While with the Harwood Group, Eric’s performance was impressive, with \$10 million in annual volume. Since joining Pacific Sotheby’s International Realty, it has skyrocketed each year — moving to \$20 million, \$40 million, \$65 million, and \$80 million in 2017.

Then last year, during an extraordinary year, Eric’s personal volume

exceeded an astounding \$174 million, including three out of the four largest sales in the city. In turn, he finished the year at number two in San Diego, and among the nation’s leading producers.

Eric is quick to share credit for success.

**“I owe it to Pacific Sotheby’s, because they’ve helped me double my business every year,” he explains. “Associating with a strong brand has made a difference. The platform they’ve provided for me to advertise my client’s properties around the world is truly special.”**

He also has high praise for his team of five.

“We have an incredible team. I don’t have a team of agents. While that model works well for others, mine is designed to support me at the absolute highest level,” Eric emphasizes. “I’m fortunate to have a team of Olympic level performers that are helping me win a gold medal.”

His team at home means the world to Eric. He and Heather are proud parents to two sons — 10-year-old Ryder and 7-year-old Rocket.

Spending time with them is number one for me,” he smiles. “I like swimming in the backyard and taking them out for golfing, ride bikes and we love to go to the beach... and we also like to get away for a few days from time to time, too.”

### Rewarding Rounds

At the start of each year, Eric sets



out goals for himself and writes them down.

“I put the list away, then come back to it at the end of the year,” he points out. “I never hit 100%, because I like to set lofty goals, but it feels good to see that any given year, I hit 15 out of 20, or 18 out of 20.”

As a premier professional, Eric still challenges himself.

“When it comes to success, I never quite feel like I’m there or I’ve arrived. To me, success isn’t doing it one time. It’s doing it in a repetitive nature over time.”

That’s leadership. On course.



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