

# TOP AGENT

MAGAZINE



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Top Agent Bree Bornstein of Pacific Sotheby's International Realty in Rancho Santa Fe in Southern California has spent more than a decade building a sturdy reputation as an agent who can be trusted to put her client's needs front and center at all times. Her affable, down-to-earth nature and strong business acumen are a winning combination that has endeared her to all who work with her.

A graduate of the Design Institute of San Diego, Bree previously enjoyed a highly-successful thirteen-year career in interior design. "I had my own store in Solana Beach," says Bree, "but I was kind of burned out." With the encouragement of a friend who had recently entered the real estate business, she decided to give it a go as well. Joining one of the largest and most successful teams at Pacific Sotheby's International Realty, she helped it achieve a staggering \$750 million in closed transactions from 2011 to mid-2017, and her contributions also helped the team achieve its ranking among the top 50 in the United States, Top Ten in San Diego County, and Top Two in Rancho Santa Fe.

In mid-2017, Bree left that team to form her own, and currently works with partner Leslie Selich. Currently, Bree's business is based more than 85% on repeat and referral clients, many of which are cultivated via her active community presence. "I do a ton of charity work," says Bree, "so I get a lot of business from doing that. It's kind of my own little network."

As someone who sells primarily high-end luxury real estate, Bree's personality is much more down-to-earth than might be expected. "A lot of clients have told me that they've worked with other agents who just weren't very approachable," she says. "Even though I sell luxury real estate, I'm very laid-back, and I give them really great service. They trust me." That trust is made evident by the multitude of glowing reviews of her service on Zillow.com, like this one: "*Bree was an absolute pleasure to work with. I purchased*



*my first home with Bree and the process could not have been easier, despite being a complete novice. I consider myself a very particular person and Bree was able to cater to my needs every step of the way. I highly recommend Bree."*

Intelligent, highly-professional marketing has also played a large role in Bree's continued success. In particular, her background in interior design has proven to be a huge advantage in this highly-competitive industry. "I've had clients choose me from the list of agents on the Pacific Sotheby's website simply because I have a background in interior design. It's proven useful because I know a lot of tradesmen and I'm able to hook them up with my clients, and I'm able to help them visualize a home's potential."

Bree's aforementioned passion for giving back to her community has led to her work with multiple charities and civic organizations, including Miracle Babies, St. Jude's Children's Hospital, and the Rancho Santa Fe Rotary Club.

When she's not working, she loves spending time with her husband Ron and their children Emily, Isabella, Ava and Chloe. Beach time is a priority, as is entertaining and hosting parties at their Rancho Santa Fe home.

As for the future, Bree is looking forward to continuing to grow her business and her team, and is excited about the prospect of nurturing the careers of up-and-coming female agents. "I want to help empower them, and possibly have an all-woman team."

Ultimately, however, it's the more personal side of the industry that Bree finds the most rewarding. "I just love meeting different people," she enthuses. "I just think people are interesting, and that makes my job interesting. I love being able to help someone with what is likely to be the most expensive purchase they will ever make."



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