



Q How personal is Laguna Beach to you?

A I grew up here. My family moved to Laguna when I was one, and they bought a house in Arch Beach Heights. My father, being the incredible architect that he is, continued to buy open lots and build on them. After my parents split up when I was 9, my mother, a single mom of two kids, decided to get into real estate. She worked in Laguna Beach for 40 plus years as an agent. She also ended up buying and fixing up homes at the same time she was an agent. We'd move into them and move out of them after they sold. By the time I was 18 years old, I had moved 20 times.

Q What this hard on you as a kid?

A In hindsight, it was probably the best thing to ever happen to me. I ended up living in just about every neighborhood in Laguna Beach. It gave me the ability to speak from firsthand knowledge to people about living in this town. I literally know every neighborhood. Coming back to Laguna to work with my mom in 2005 showed me just how special it was growing up here. I didn't realize it as a kid. But as an adult and having seen more of the world, I gained an appreciation of just how magical it is to work and live in this town.

Q What was your father like?

A My dad has always been my hero. I wanted to be like him when I grew up. I started in an architect program at school, but two years in I knew it wasn't in me. To this day he still makes a huge impression on me. What made him so special is his love of community so evident in the architectural culture he helped develop in Laguna. He always has, and still does, what is best for the community. He isn't influenced by money. His passion fuels him. He has done so much behind the scenes. I can stand in any point in Laguna and point out something he has done or touched with his work. He showed me what it is like to give back to the community with the idea everything comes back around.

Q His legend must still follow you around.

A As a kid it drove me nuts. He was super well-known. I was always "Morris's son." Older and wiser, I love and respect that now. We remodeled a house and he was the architect. It's the home we currently live in. It's a full-circle thing for me to have him work on my home. Also, growing up he coached baseball and soccer. He still sees some of those kids after all these years. He inspired me to be an active member in my kids' lives as well as in the community.

Q How does real estate differ from the days your mother worked in it?

A Funny, the thing I feel most different is it's more of a "now" business. With all the technologies and expectations, you need to be responsive, adaptable, and quick. If not you will lose out to competitors. And there is so much more documentation. Technology has made the sense of availability and accountability a 24-hour business – texting, emails, and properties to view any time of day. You don't have to wait until the MLS book comes out to see listings. But the speed at which technology has pushed our industry has also made it easier for us at the same time.

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Q Do you think technology will take over the industry?

A At the end of the day, I believe it is still such a personal business which can get lost in all the technology if you are not careful. People still want to feel related to, so we have to keep that in the forefront. **For Laguna, it is a unique town – the homes, the streets – and you have to have a real pulse on what is happening in the community, the human aspect of it. You just can't forget about that.**

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