

# TOP AGENT

MAGAZINE



JOSH FLAGG



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Josh Flagg's meteoric rise in the world of real estate has been nothing short of amazing. Currently with Rodeo Realty in Beverly Hills, he has a history of record-breaking sales and has sold some of the most exclusive properties the city has to offer. His success landed him a role on Bravo's Million Dollar Listing, now in its fifth season. The show highlights the lengths he will go for his clients and his dedication to the field. On and off camera, nothing is more important to Josh than the satisfaction of his clients.

Josh began his career when most of his peers were still in high school. While they were studying for finals he was getting his real estate license. "I started when I was 18," he explains. "By the time

I graduated I was already in the business and selling property." Business sense came easily to him having grown up immersed in the family business in commercial real estate.

His family's primary business, however, was operating a multimillion-dollar nationwide clothing company, which his grandmother started in the 1950s. His sense of entrepreneurship also extends to his mother's side of the family. Flagg's great grandfather Benjamin Platt was the founder and owner of the nationwide retail chain of stores Platt Music Corporation that was considered to be the largest in the world of its kind from the 1920s to the 1960s.





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As a fourth generation Los Angeles native, Josh’s intimate knowledge of the properties and the neighborhoods here, particularly those in the Platinum Triangle, an area composed of the neighborhoods of Bel Air, Beverly Hills and Holmby Hills, has made him an invaluable asset to his clients. “I’ve always loved architecture and the histories of houses,” he says. “I know every single house on every single street here. I study it. I know the inventory and the history of transactions; who bought it, and how it was bought and sold. I’m confident I can get a client a good deal because I can tell them what’s happened with the house, two doors down and four and six doors over.” His insider knowledge is particularly helpful for clients moving to Beverly Hills for the first time. The rich tapestry of properties and the lore of their former residents is a fascinating part of the city, and Josh knows it inside and out.

He feels so strongly about the history of the city that he has developed a new app, Star Maps by Josh Flagg. The app combines Josh’s interest in the stories these properties hold with a quick and efficient tool for REALTORS® and clients alike. “When you drive up Sunset, you can buy a star map for \$15 or \$20 or pay for a tour of the houses where stars lived,” Josh explains. “The problem is most of this information is inaccurate which to me is an injustice to the history of the city. With my app, for just \$1.99, all of the information is fact-checked and cross-referenced with 100 years of public records. You’re getting updated, verified information for a fraction of the price of the star map on the street.” The app provides a celebrity home guide of the properties owned, or previously owned by celebrities in relation to the user’s current location in the city. The user can then use their cell phone to create a self-guided tour. “This is a great tool for REALTORS®,” he says. “When you’re out with a client you have access to the history of the

property instantly, who lived here, who lives here now and who the neighbors are. These can be crucial pieces of information when making a sale.”

The high level of detail that Josh brings to every transaction as well as his vast network of contacts and connections are what set him apart from others in this highly competitive market. “I’ve worked with many of the professionals in the area,” he explains. “I connect my clients to a landscaper, a stager, just about anything they need. I only refer people I know will be the best and I’m constantly weeding out contacts and updating these lists to include only the best of the best.” His full-service approach includes all





aspects of the transaction even long after the initial deal is closed. “You have to stay on top of your client list,” he says. “If you’re not constantly updating your rolodex and keeping in touch with your clients, then they’re on to somebody else.” He handles his clients on his own with just a team of support. In this way he can ensure that each of his clients receives the standard of service they have come to expect.

Not yet 30, Josh has already built a career that many would envy. His quick rise to the highest levels of the real estate world has not gone unnoticed. The Bravo network recognized Josh’s work as unique and sought him out for their show, Million Dollar Listing. The show is now in its fifth season and follows the lives of three top level real estate agents. The show has given Josh an unprecedented amount of visibility, not only

personally, but professionally. “The show has done very well for my business, but my business still comes primarily from referrals and through my own contacts,” Josh explains. For him, it is important to run his business in the same way he would off camera, maintaining his own personal network of clients and professionals and negotiating with tenacity and professionalism.

Josh is never off the clock. He is always available to his clients, who are his priority no matter what project he is working on. Lately, even when he travels it is for business rather than pleasure. “I’m hired to speak about real estate at conferences all over the country,” he says. “During my speaking engagements I talk to brokers, agents, and even students, and I teach people how to become successful at what they already do. There are many tricks, and I share most of them. I also reminisce

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about many of the stories I have had growing up in LA.” Perhaps even more so than on the show these speaking engagements show his real love of the job. He is excited to share his knowledge, expertise, and his passion with his audience so that they too can find success in this industry.

To this end, he has recently published a book, *Million Dollar Agent: Brokering the Dream*. The book is Josh’s autobiography that shares his own personal history as well as insights into the real estate world. This is the second book for Josh, his first *A Simple Girl: Stories My Grandmother Told Me*, relates his grandmother, Edith Flagg’s, life as a Romanian Jew during World War II and her own rise to success in the U.S. Her story is one Josh carries with him as inspiration and as guidance as he navigates his own path in life.

Through all of the notoriety and glamour, Josh has never lost sight of what’s most important about his work. “The most fulfilling part of my career is knowing that I will change somebody’s life,” he explains. “What I mean is that your house is a huge part of your life and imagine how different your life would be if you lived in a different home. I take great pleasure in knowing that somebody I sell a house to could potentially live there for the rest of their life. That is very special to me.” At any price point, a home is where lives are built and the responsibility to find the place where that life can flourish is one that Josh takes very seriously. “To be successful in this business you have to be motivated by the real love of selling properties,” he says. “Anyone who has been in this business for a

long time will tell you, it can’t be about the money.” The money will come and go while only the drive and dedication to the job will lead to long term success. “There’s always room to learn and there’s always room to grow,” he says. “I love, live and breathe this job.” It has been an amazing ride so far for this young agent, and his future is one to watch as he continues to build his business and his impact on the real estate world.





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