

STRIVE

TO DO YOUR BEST



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I grew up in a multi-generational Navy family and my grandparents' and parents' circle of friends were mostly Navy as well. It was not uncommon to have retired Admirals, POWs or even the occasional Medal of Honor recipient over for dinner or drinks. I was able to observe first hand to respect authority, your elders and to follow the proper protocol because everyone else was doing the same thing. It was my norm. What I didn't realize as a child was that these factors would have a great influence on who I would become and, to be honest, who I like to surround myself with both personally and professionally.

I was very fortunate to be hired by Jim Flocke and Steve Avoyer straight out of UCLA. I was raw and inexperienced and didn't know much about them, their company or the real estate business. However, here I am entering my 29th year at Flocke & Avoyer and I can honestly say how fortunate I have been to be mentored by two of the very best brokers in San Diego who just so happen to have the utmost integrity, character and morals. In addition, over the years, I have also had the privilege of working alongside many others who shared those same high moral characteristics who I am proud to call colleagues and friends.

I grew up surrounded by people of high moral character whom I had great respect for, but it's always appropriate to take a step back to reflect on what is important, how you got to where you are and how you want to leave things in the future. For me, character and integrity are probably THE most important aspect of a person. As a father, one of the most important things you can do is to instill in your kids a strong moral compass. I've tried to lead by example, but sometimes you get a little help along the way. Many years ago, when my kids first started school, I ran across a philosophy created by Dr. Bob Gillingham. Dr. G, as he is affectionately known, is the head of the elementary school at Francis Parker School and approximately 27 years ago he adopted a set of principles to guide and shape the young minds of each and every student (and the faculty and others working under his direction). These principles not only shape the character of those learning with Dr. G, but directly correlate to our professional life as we strive to be valued and contributing members of the world in which we live.

STRIVE

S Seek Always To Do Your Best.

This is fairly self explanatory, but for me this includes being a hard worker, a consummate professional, a good co-worker as well as a good husband, father and friend.

T Treat People And Property With Respect.

It's always important to treat prospective tenants/buyers with respect whether they are an experienced, national company or a first time, start up business. In addition, we need to be responsive: whether to our clients or the anonymous sign caller. As my Grandmother used to say "You will never be important enough to make others wait for you."

R Revere The Truth.

It is paramount to always tell the truth even if the information you are sharing is not what the other person wants to hear. Even "bad" news is good news as it will often allow one to make the "right" decision.

I Invest In Your Future.

We must constantly challenge ourselves to stay current on the ever changing trends in real estate, who is growing or consolidating, who is downsizing and what is new in each community. This all takes time and effort, but the investment will ultimately pay off.

V Value School Rules, Your heritage And Personal Responsibility.

While Dr. G may have created this specifically with school in mind, we can all value the rules which govern us, taking pride in ourselves and who we are and looking at ourselves in the mirror knowing that we're doing the right thing.

E Enrich The World For All.

As a broker, our job is to mold and improve each and every neighborhood and community with newer/better retailers and restaurants. We help people fulfill their dreams of opening their own business. This is one of the things I enjoy most about my job...making communities better.

Whether you seek direction from your family, your friends or your church, we should all strive to follow the guiding principles of STRIVE. These simple truths will help each of us become a better person, a better father/mother, a better friend, a better husband/wife, a better coworker and above all, a better citizen.