



### *Focused. Driven. Tough. Disciplined.*

Southern California REALTOR® Bryan Casella embodies all those qualities. In fact, they are what drove him to pursue a career in real estate. “I was an athlete in college and eventually played basketball overseas,” he explains. Unfortunately, injuries ended his basketball career prematurely, and he was left with the question of what to do next. “I had been so focused on my sport, I hadn’t really thought of anything else I wanted to do,” Bryan says. “I knew I needed to find something to take that same focus, discipline, energy and commitment to build something big,” he continues. It wasn’t long before he quite literally received a sign about what to do next. “One day I saw a sign that said, ‘Get your real estate license and make \$100,000 your first year.’ I knew it wasn’t going to be quite that easy, but I realized there was tremendous opportunity there.”

Now in his third year practicing real estate, Bryan has built a rapidly growing business focused on listings in communities that border northern Orange County and eastern L.A. County, including Brea, Fullerton, La Habra,

Hacienda Heights, and Whittier. His answer as to why clients choose to work with him is simple and direct. “I get results,” he says. “I have integrity and I’m up-front and honest with people. When I meet with someone new I’m not just going to do or say whatever it takes to get their business, it has to feel like it’s going to be a great fit.”

When he first got into the business, Bryan was fortunate to have a broker who gave him advice that he continues to follow. “I got into the business very quickly, and my original broker told me to feed my mind and make sure I was constantly improving myself,” he recalls. “I didn’t think I needed to do that. I thought just working really hard would be enough. But when I wasn’t getting the results I wanted, the light bulb went on and I realized that really was necessary to get where I wanted to go.”

Now that he has plenty of experience under his belt, he has a few things he would tell anyone thinking of trying their hand at real estate. “Don’t believe the hype,” he says with a laugh. “You hear a lot of stories and watch the shows and think you can just show up with a suit on and make a lot of money. But you have to be able to approach it with an entrepreneurial mindset and remember that you’re not just a REALTOR®, you’re a business owner.”

It’s clear that Bryan is energized and excited about what he sees as limitless potential in the business. “That’s what I enjoy most about real estate,” he says. “You can sell one house a year, or you can grow a team and sell 1,000 houses a year. The most fun for me is knowing my potential and where I can take this.” For now, he is in the process of building his team, while his five-year plan has him stepping away from the sales side to pursue expanding into other cities.

Though hesitant to take time off, when he does have down time there’s a good chance you’ll find him at an exotic car show, on the basketball court, or reading at least a book a week. “It’s hard to take time off, because I just love it! The more effort I put in, the more success I see, and that’s what keeps me excited and makes it fun.”

## Bryan Casella

626-428-2784 | [bryancasella25@gmail.com](mailto:bryancasella25@gmail.com) | [www.bryancasella.com](http://www.bryancasella.com)