



Jack Kassabian got his first taste of business success straight out of high school, when he purchased a coffee shop, built the business and sold it for a profit. But what he really wanted to do was help other people achieve their dreams, so he entered real estate in 2006. Since then, he has successfully helped hundreds of buyers and sellers. “The most satisfying part of my job is handing over the keys to buyers and seeing the excitement on their faces after having purchased their biggest investment,” he notes. “On the seller side, I love letting my clients know their house has been sold for top dollar.”

Jack quickly became a top-producing agent, first for Keller Williams, and now with JohnHart Real Estate in Burbank. He has reached Gold Agent status annually for the past 10 years, and has handled just about every situation an agent can encounter, from short sales to a seller’s market with limited inventory. Jack works with buyers and sellers in any situation, “ranging from families buying a vacation home or deciding to move into a larger house to a new couple buying their first home,” he says. The Los Angeles native focuses on the San Fernando Valley, mostly in the cities surrounding Northridge and Granada Hills.

Close to 90 percent of Jack’s clients are referrals or repeat customers who appreciate his honesty, integrity and diligence. Many clients say they chose to work with him because he is extremely knowledgeable of the local real estate market. “I am a great negotiator, and I am attentive to each client’s individual needs,” he explains. “I also give my undivided attention to each client. My combination of skills and experience makes me stand out from the crowd.”

Jack’s unique approach to marketing certainly makes his listings stand out from the crowd. “With online marketing, I pre-market the property as a ‘Coming Soon’ before it’s

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listed on the MLS. I sponsor my listings to all social media platforms and I personally visit about 100 homes in the neighborhood to invite neighbors to a pre-market private open house,” he says. “Once we are ready to go on the market, we have a grand open-house party with live music, entertainment and catered food for all the top REALTORS® in the area, as well as potential buyers and neighbors. During our standard open houses, I go above and beyond to make it a fun experience. That includes providing a barista to serve gourmet coffee and fresh pastries and having another station serving fresh tacos off the grill. This usually generates between 50 and 120 groups from just one open house.”

As his client list continues to grow, Jack is planning to start a team to ensure all clients get the attention they deserve. “The first step would be to hire a buyer’s specialist who will dedicate their time to helping me better serve my clients, host my open houses and follow up with all new buyer leads. This will allow me more time to concentrate on obtaining listings,” he says. “Hopefully, this will help my business continue to grow and maybe someday I’ll even own my own brokerage.”

While he’s passionate about real estate, Jack also understands how important it is to balance work and family. As the father of two young children, much of his free time is devoted to family, including charity work. “I am currently involved in my children’s school charity events and volunteer my time there,” he says. He also has a policy of donating a percentage of each commission to the charity of his client’s choice at the close of escrow. In his free time, Jack enjoys traveling with his family, working on his classic car collection, and playing tennis, a sport he has participated in since he was a child.

Jack certainly seems to have found the right balance in life. “I feel really blessed. I have a beautiful family and I’m living the American dream. I want that for all my clients,” he says. “As an agent, I gain satisfaction in knowing I have helped people through major changes in their lives.”

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