

Morgan - Skenderian

Investment Real Estate Group

Southern California's Apartment Market Specialists

When founding partners Ken Morgan and Jay Skenderian developed the business model for Morgan - Skenderian Investment Real Estate Group in 1997, they did so with a simple goal: to offer exceptional service to buyers, sellers and investors in the apartment market. The pair had previously formed a highly successful professional partnership as agents with a regional brokerage company in which they handled a variety of real estate transactions. But as they created their own company, they believed that by forming a specialized firm that focused solely on apartment transactions, they'd have the opportunity to make an impact within their niche.

"We wanted to form productive and lasting relationships with buyers, sellers, lenders and brokers," explains Jay Skenderian. "We've done just that, and in the process, Morgan - Skenderian has made a name for itself within the apartment market. By handling only apartment transactions, we've earned a solid reputation in the real estate and investment community."

Morgan - Skenderian is a boutique firm, with seven agents representing transactions throughout Orange County and the 605 Corridor into Long Beach. They specialize in apartment buildings with 10 or more units, representing buyers as well as sellers. Every aspect of their business is designed to enhance the real estate transaction, and Jay says that collaboration is the key to success. In addition to developing strong collegial relationships with commercial brokers and lenders within their region, the agents at Morgan - Skenderian also team up with each other, offering their clients a higher level of attentive service.

"When our clients hire us, they're hiring a team of professionals to market their property or to search for prospective purchases," explains Jay. "By joining forces, our agents ensure that there is always someone available



Ken Morgan and Jay Skenderian

to answer clients' questions and address any concerns. Our goal is to facilitate smooth, successful transactions, and we've found that collaboration is the key to accomplishing this." He adds that agents, not their assistants, see transactions through to close of escrow. "We offer a hands-on service, and exceptional market knowledge," says Jay. "That is the benefit of focusing on one element of the real estate market."

Their collaborative efforts extend well beyond their own office; Jay notes the importance of professional cooperation with area brokers and lenders. "When we list and market an apartment building, other brokers are working on our inventory," he states. "We work well with our industry colleagues, and our clients have the benefit of these strong collegial relationships."

Morgan - Skenderian agents are local residents who are intimately familiar with their regional marketplace. They employ strong marketing and advertising campaigns for every listing they represent, with

comprehensive print and online efforts reaching a wide range of investors and brokers. In addition to strong relationships with local lenders, the firm has also formed ties with area 1031-exchange accommodators, who offer additional advantages to investors.

They've designed their company for longevity, and Jay and Ken hold fast to the principle that a business is only as good as its name. "We're all about honesty and our reputation," says Jay. "We pride ourselves on the way we work, our ethics and the manner in which we handle every aspect of our business. Our goal is always to leave a transaction with a happy buyer, seller and cooperative broker. This philosophy has served us well, and we believe that it will allow us to continue to thrive as specialists in the apartment market." ■

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