

Q&A

Real estate requires honesty, integrity, says Million Dollar Listing San Francisco agent

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Golden Gate Bridge

By KAYSORIN

San Francisco's proximity to Silicon Valley and the tech industry has made it one of the most popular luxury real estate locations in the world.

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Working in luxury real estate can be complex, but on television network Bravo's "Million Dollar Listing San Francisco," Roh Habibi allows viewers to enter his world, showing properties around the city, making deals with affluent consumers and staying up-to-date in the latest trends. Mr. Habibi's dedication to the industry and his many successes position him as an expert in the field.

"It has been a huge desire and dream of mine to work with and become among one of the top agents in the world," said Roh Habibi, real estate broker at [Coldwell Banker Residential Brokerage](#) and reality television star, San Francisco. "Million Dollar Listing San Francisco puts me on the track do so.

"It takes my career to new heights," he said. "It's an honor to be on the show and work with Bravo.

"I am very much looking forward to the premiere of the show, the season airing and what will happen after it ends. At this point, the sky is the limit."

In this Q&A Mr. Habibi discusses his experiences in luxury real estate. Watch Mr. Habibi on Bravo's Million Dollar Listing San Francisco on Wednesdays, premiering July 8.



Roh Habibi

Here is the dialogue:

How did you first get into real estate?

I first got into real estate by watching massive amounts of Million Dollar Listing Los Angeles and New York and other shows about real estate and interior design. I earned my California brokers license in 2010, but was working in finance at the time.

I was in grad school at University of California, Berkeley and met a gentleman by the name of Brendan Kearny who was a top agent in San Francisco.

He agreed to have lunch with me and give me some insight on what it's like to be a realtor. He even got me an interview with the company he was working for, and they eventually hired me.

How does reality television affect the real estate market?

Reality TV, like this show, enhances the market more than people realize. It's like an hour-long commercial for how amazing a city is, how unique and different the real estate is and what goes on behind-the-scenes of a real estate deal.

What have been some of the most exciting moments you have filmed for the show?

Every aspect of filming has been beyond exciting. Walking down the streets with cameramen, microphones and a crew of 12 people draws so much attention. At first I was nervous but after a while I got used to it and began enjoying the rush of filming.

What are some of the most important qualities for a good real estate broker to have?

Important qualities for a real estate agent to have are honesty, integrity, hard work ethic and a fresh outlook for quality ideas. You have to learn to think outside-the-box and please all people involved in a deal.

What qualities have made you personally successful in the industry?

I like to be the first one in the office, last one to leave, shutting off the lights. I work 24/7 for

my national and international clients and maintain excellent relationships with my brokerage and agent community.

Also, you have to have access to all the hot off-market listings. Most importantly, you have to make time for your family, friends and those that matter to you.

What would viewers be surprised to know about you?

I used to be a professional break-dancer. I would compete often domestically and internationally and went on dance tours. Such a fun time in my life!

What are your personal real estate preferences?

I prefer to live near the beach rather than in the hills. I'm a sucker for character and high-level interior design.

What is unique about the San Francisco real estate market?

In San Francisco you never know who your buyer will be: there is old money, very young money, foreign money. You never judge a book by its cover here; it can be detrimental to your business.

San Francisco is a major tech-friendly city as well, as you'll see from the buyers and sellers on Million Dollar Listing San Francisco. Our San Francisco Bay Area economy is flourishing with 216,000 jobs in the last three years and in San Francisco proper over 40,000 jobs created.

Why do you think viewers love reality television so much?

Viewers love reality television because the people on there do and say the things they will not, cannot and are afraid to. You are vicariously living through the people on the show.

Why is reality television a good platform to highlight San Francisco real estate?

San Francisco is in the middle of a real estate revolution, and this is the perfect time for the Million Dollar Listing franchise to feature our city and show what the city has to offer.

San Francisco is a unique city and offers beaches, mountains, etc... and I hope viewers from around the world see what I love about my city.

Final Take

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