

# T H E M O V E



**PIER TO PIER BROKERS**  
A MAGAZINE AND COMPANY  
RETROSPECTIVE  
2003 TO 2018



# The Start



## 2003

Where  
We Began

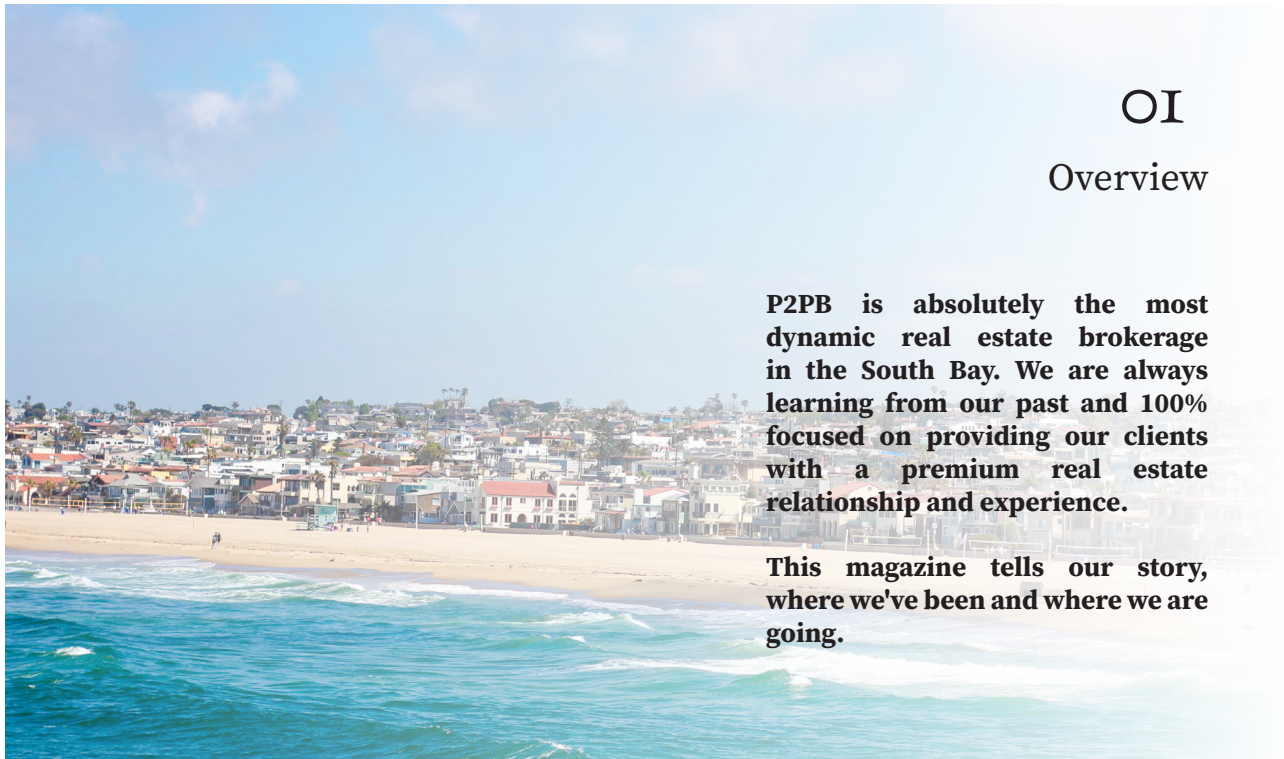
In 2003 the journey into the real estate unknown began when Diana received her real estate license. In that first year she found herself landing multiple deals and her interest for real estate turned from aspiration to passion. Shortly after her husband, Blake joined the business — the Blake and Diana team was born.

## 2018

Where  
We're Going

Blake and Diana launched Pier to Pier Brokers in 2011 with a simple and focused plan that included developing a local, community first real estate agenda. The couple foresaw a quickly changing industry landscape where the small brokerage would disappear into a handful of international franchise brands. Determined to keep real estate local, the P2PB brand is all about you, your happiness and maximizing your real estate success.





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## Overview

**P2PB is absolutely the most dynamic real estate brokerage in the South Bay. We are always learning from our past and 100% focused on providing our clients with a premium real estate relationship and experience.**

**This magazine tells our story, where we've been and where we are going.**

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## our story

**P**2PB is the story of two entrepreneurs, Blake Roberts and Diana Roberts. The duo, along with help from family, friends and a heaping spoonful of moxi, started to build a small brokerage that was packed with big plans for the future. Now, 15 years later, the business has grown and the company has developed a reputation for creating some of the best real estate marketing available. Blake and Diana have maintained a relentless focus on their people and the company, driven to enhance every aspect of the process that moves people from one home to the next. With an organization that thrives on doing what is right, Blake and Diana promise to promote our unique, independent and creatively driven business model.

We want to thank everyone who has ever looked at one of our for sale signs, visited our open houses or chosen us to help with their real estate needs. Without you we would not be able to feel so connected to our community.

Raising two boys in the South Bay, it gives us great joy to know that our neighborhoods are filled with such warm-hearted friends and family. This truly is a beautiful and magical place to call home.

Your friends,  
Blake and Diana





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Blake and Diana Roberts, owners and founders of Pier to Pier Brokers.

# CREATING A MODERN REAL ESTATE BROKERAGE

FRIENDS HELPING FRIENDS MOVE



A team meeting discussing a new listing.

**P**ier to Pier Brokers is a flashing light, a beacon, a symbol of something up ahead. It is not here to “revolutionize” or to “transform” anything, but simply to nudge the needle forward. By introducing the connected world to a new, human way to buy and sell your home we are eliminating the old, sterile ways of real estate agents before us.

**H**ere you won't find any muted colors, high school yearbook backdrops, or stiff pants suits. At Pier to Pier Brokers you find bright, modern energy that is with you every step of the way. Blake and Diana Roberts have created something new and fresh. With that comes the usual skeptics and non-believers. Yet it is the skeptics of change that are the ones that hinder the world from moving forward.

**Y**ou helped make 2017 a big year for us, and over the years hundreds of families have moved with our help. Blake and Diana remember each and every family that they touch and more importantly the friends they have made—remembering that the journey is the reward. To everyone at P2PB, real estate isn't a business. It is changing people's lives, one home at a time.



Diana and her boys on vacation.



Diana is leading a team meeting at their South Bay office.

In House creative services is key

**P**2PB nurtures a culture of passion, **collaboration** and **creativity**, which acknowledges that no one person can do everything alone. We have our own creative services department that produces **commercial grade photography**, professional filmmaking including time lapse and story telling, **3D virtual tours** graphic design and production. Our staff also includes transaction managers, commercial and residential **appraisers**, buyer's agents and customer service. We are committed to our clients, to each other and to our community.

# THANK YOU...

FRIENDS AND FAMILY—HAPPY FACES SELLING THEIR PLACES







Diana out with clients.



Diana Roberts and client out for drinks.

## OUR COMMITMENT TO OUR FRIENDS AND FAMILY

Every person that passes through our email inbox or recent calls becomes a part of our family at Pier to Pier Brokers. When we treat our clients and associates like they are family we hold them to a higher level of personal care that isn't found in most businesses. Our clients are our lifeblood.

**Our commitment to our friends and family—to be the absolute best real estate professional we can be.**



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Marketing Meeting



# We're Growing...

From a one bedroom cottage in Manhattan Beach's Sand Section, to two offices in Hermosa and Manhattan Beach. P2PB is the sum of its talent.



**2003**

**Blake and Diana have been helping people move for over 15 years**

In the beginning it was not easy. There were many late nights and months where we had no idea how we were going to keep the lights on. But over the years we figured out how to successfully navigate the landscape of the real estate business.

P2PB was started with the idea that big franchises cannot give their agents the attention and quality that they deserve because the bottom line for most of them is making money. To Blake and Diana the bottom line is making sure every home looks red carpet ready and every client is satisfied. No cubicles and boring colors. No bad marketing and no money-man at the top controlling the message. Pier to Pier Brokers was founded on being the pirates up against the Navy.

Over the last 15 years the company has grown and the orange colors have spread with each new seed planted up and down the coast of Los Angeles. It took Blake and Diana 15 years to lay the foundation for one of the coolest real estate companies in Los Angeles and the next 15 years will be spent building a tower for all to see on top of the foundation that was laid.

As Blake Roberts said "There is only one choice in our lives, and that is what we choose to do at every second. So do something you love, and do that every second."

Every real estate agent pulls ingredients from the same pantry. Great agents and brokers have developed the skills that deliver the difference between success and failure.



**Since launching the company in 2011, the tribe has grown by over 1150%—wow!**

**2018**

For us, the more fury and passion you add to your business mix, the better.

We are a lifestyle company, not a corporate office. In fact, we don't have an office, we have an authentic work hub where all of our agents can collaborate with us and also with our tech/marketing team to stay 1,000 steps ahead of the curve.

By being independent, we control our own future. At Pier to Pier Brokers there is no distance between us and our agents. We made this brokerage with the needs of the working agent as our focus.

# HELPING FAMILIES MOVE THROUGHOUT LOS ANGELES

**M**oving is never an easy thing. Even the thought of it is enough to give you a stress induced headache. But when you have a team of people that are there with you every step of the way, then moving doesn't sound so bad.

Over the years we have helped hundreds of families move all throughout Los Angeles, from Palos Verdes to Downtown. Each transaction is unique and we have worked with enough clients to know how to move people from one end of the city to the other with a couple of phone calls.



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**Great from the beginning, with very upfront and honest info on what to expect when selling. They gave us updates before I even thought to call them.**

— The Achong Family



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We are a hyper local real estate company, totally focused on the Los Angeles' movers and shakers.



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**I never hesitate to refer Pier to Pier Brokers to my friends because I know 100% that they will go above and beyond to help their clients .**

— The Hargittay Family





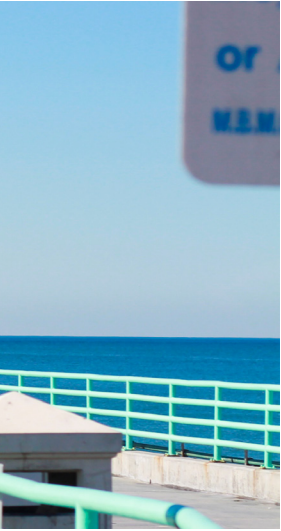
The iconic pier is the crown jewel of Manhattan Beach



The view of all the Sand Section homes of Hermosa Beach from the pier.



The Esplanade is the best place to ride bikes to soak in Redondo Beach.



## MANHATTAN BEACH

Manhattan Beach is the crown jewel of the South Bay. With its iconic pier and world class dining this city is one of the most well known throughout southern California. Homes here boast some of the most expensive price tags in all of the South Bay.



## HERMOSA BEACH

We like to think of Hermosa Beach as the artistic, younger sibling to Manhattan Beach. With a beach community that fully embraces the surf lifestyle, here you will find younger crowds and a more vibrant nightlife.



## REDONDO BEACH

With a rich history, Redondo Beach was one of the first towns on the coast while the others were still sand dunes. Enjoy the Esplanade, a famous walk/biking path perched above the beach. Visit King Harbor and the huge wharf-like pier for fresh seafood caught daily, tons of views, or even grab some drinks at the iconic Tony's on the Pier.



Steep cliffs that are topped with luxurious homes that are only found in Palos Verdes



A couple walks under the bistro lights in Downtown Torrance.



An aerial shot of Venice Beach, the heart of Silicon Beach.





## PALOS VERDES

Palos Verdes has some of the most breathtaking views and homes to be seen in the South Bay. From winding roads with infinity ocean views, to horse ranches nestled in the trees, being in Palos Verdes feels unlike being anywhere else in Los Angeles.



## TORRANCE

Torrance is an often underestimated town in the South Bay, with beautiful neighborhoods and 1.5 miles of pristine beach, don't count it out when thinking of moving to the beach cities. Being one of the largest towns in LA county it has areas that really make this place awesome.



## SILICON BEACH

The Westside region of the Los Angeles metropolitan area including Westchester, Playa, Marina, Playa Vista, Venice, Mar Vista is home to over 500 tech startup companies, with emphasis on the coastal strip north of LAX to Santa Monica Mountains. An electric area with all new shopping centers, entertainment and housing minutes from the beach.



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# DIANA'S STORY

I'm a successful business owner in Hermosa Beach California, I'm a wife, and a mother of two beautiful boys. I was born and raised in Budapest, Hungary and I made my success in my adopted country here in America.

I love beauty, art, and spontaneity; I'm a marathon runner; I love traveling and I love my European roots.

**Q** What was it like growing up in Budapest?

**A** It was Great. I grew up in a middle class family, I'm an only child but on my mother's side I've got loads of aunts, uncles and cousins. For the first 20 years of my life, Hungary was blanketed in communism. Yes it was a bubble, but since I didn't know what's on the other side, my childhood was super safe and predictable—everybody was equal and we were happy. Then the revolution happened in 1989, the Russians left and Hungary emerged as a democracy.

**Q** Tell me about when you first came to America? What was your dream?

**A** I 19 years old. At that time in Hungary, I was attending a top ranked business school, Oxford Brooks University. Although I studied english starting in the 3rd grade, I wanted to super charge my language skills, which led to me taking a year off from college to learn english in America.

With my parents blessings, they bought me a ticket and gave me 360 German marks and off I went to the USA. My first stop was New York—being in New York at 19 was the best year in my early life. I was inspired by the freedom, the endless opportunities, my independence, I just loved it.

After a year in the big apple, I returned to Oxford to complete my studies, which included an overseas internship opportunity as the bulk of my senior project. Yes, I was back to the USA, this time I headed for San Francisco to intern for a boutique PR firm and then I met Blake, and the rest is history.

**Q** How did you evolve from student to business owner?

**A** The heart wants what it wants and I wanted to be with Blake, who was born and raised in West

Los Angeles. We moved from San Francisco to Budapest, where I finished my degree, then back to Blake's home town, Los Angeles.

I was 24 years old, had a great degree in hand and I wanted to work as a talent agent in Hollywood. From the outside, being an agent seems so glamorous. As luck would have it, I got an agency job almost immediatly and I started in the mailroom. I was quickly promoted to an agent role, which lasted about 8 months. I was not a good corporate citizen, I realized that I'm more of a boss than worker bee. But what would I do for a living? A coffee shop or anything else entrepreneurial needed huge capital to start. A friend of ours suggested real estate and I said - what's that? Back then in Hungary you put up a sign on your property and you did your own transaction. But I was curious, I thought about it for a few days then I enrolled myself to real estate school. I loved the idea of being my own CEO at my own real estate business. In my first year of practice I was named my broker's Rising Star Agent, which was a real honor, especially when competing against hundreds of other new agents.

**Q** What are the best decisions you ever made?

**A** Marrying Blake. Starting a business together and raising a family here.

# DIANA'S STORY

CONTINUED

**Q** How do your Hungarian roots inspire your day to day life?

**A** Oh wow, to a European, there's nothing better than European culture. I'm super proud to be European, and I nurture it. The food, the people, the art, architecture, the history and the fact that within a few hours one can traverse multiple countries where they speak another language—I love it and I love going back every year. My best friends are in Europe, that's where my roots are, my heritage. I truly believe your heritage is what makes you who you are today and you need to feed it, that's what makes you unique.

Being an immigrant to this country is not easy but that's what makes me unique, my emigrant edge.

Like many emigrants to the US, I had a fire in my belly to build myself into something new, exciting and financially successful. My mindset since coming here has been to do what ever it takes, learn from others, improve myself and always follow my dreams.

**Q** What about your accent?

**A** When I first arrived in Los Angeles I wanted to loose my accent, but thank god I never found a dialect coach who could deal

with me and my rolling r's. Today, I embrace and love my accent. I am an American-Hungarian and I'm super proud of my heritage.

**Q** What can you say about Hungarians?

**A** Hungarians tend to be a formal and straight forward people, with an almost non-existant mirror of California's touchy feely vibe . If a Hungarian is not well, they'll tell you, along with their political views and religion too, all in the first five minutes of seeing them.

Going home it always puts it back in to perspective. Here life is always about more and more, the competition is fierce, Americans work so hard for what they have - because it always has to be bigger and better and more - Europeans are more relaxed, they literally stop for a few espressos a day, they do smell the roses and they spend much more time with family and friends.

**Q** Are you passing on your European mindset to your kids?

**A** Of course. It's especially important to me to speak to them in my mother tounge. So my kids are fluent in Hungarian and they spend summers in the old country. To them, I don't have an accent, you do.



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Blake Roberts — living large

# BLAKE ROBERTS



Blake Roberts is an idea guy. Although his ideas maybe straddle the line between genius and insanity, it is this balancing act that creates the unique identity of Pier to Pier Brokers. Growing up in Los Angeles, Blake was born into a family of creative people. He wanted to be an actor and writer but after college he decided to try his hand at working in Silicon Valley. Working in a couple start ups he landed a job at Apple and worked along side some of the legends. His experiences in the tech world helped Blake learn to always think three steps ahead of the competition. With deep passion and love of technology he brings new ideas to the pantheon of real estate . His creativity doesn't stop there, Blake also sports a bold fashion sense, that easily makes him stand out in any

room he walks into. All of these factors combined contribute to him being arguably the coolest dad in the South Bay, just check out his shoes. If you catch him around town he will most likely be snapping photos of Diana and their boys, making them do funny poses and leaving a trail of laughter.

Our broker and chief idea guy, most of his hours are spent working with clients and managing our agent team. Along side Diana, he is working to create a better brokerage model that serves its clients and agents in a freshly modern way. He is the captain of the Pier to Pier Brokers ship, and would rather go down with it than ever join the Navy.





**THANK YOU FOR MAKING PIER TO PIER BROKERS POSSIBLE.**  
And remember, we are never too busy for any of your referrals.



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