

DAVID LANDGUTH

REALTOR | REAL ESTATE MARKETING SPECIALIST

davidlandguth.com | davelandguth@gmail.com | 310.237.3343 | San Diego, CA | CA DRE# 01998234 (Active 2016–2028)

PROFILE

Realtor with 10+ years of residential and commercial real estate experience. Marketed over 100+ properties — from \$400K condos to a \$9M Trousdale Estate to 100+ unit apartment communities — bringing a rare combination of sales skill, design sensibility, and digital marketing fluency that most agents lack. Recently relocated to San Diego and actively re-entering the local market. Bilingual: English and Spanish.

SKILLS

Sales & Transactions: Buyer and seller representation, leasing and sales, offer writing, negotiation, escrow management; participated in 100+ closed transactions

Marketing: Property photography direction, drone and virtual-tour coordination, MLS listing optimization, digital advertising, print collateral, email campaigns, geographic farming, personal letters.

Specialty Advertising: Beverly Hills MLS print ads, LA Times full-page ads, Caimeiju (Chinese-language MLS) placements

Tech: MLS systems, Salesforce CRM, ZipForms/CAR Forms, DocuSign, WordPress, Squarespace, Mailchimp, Meta Ads Manager

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Figma, Canva, AI-assisted design tools (Claude)

Languages: Fluent English and Spanish

EXPERIENCE

Marketing Coordinator (2014-2019) & Part-time Realtor (2016-2025)

Rodeo Realty | Los Angeles, CA | 2014–2025

- Represented buyers and sellers across Westside Los Angeles and the San Fernando Valley as part of the #1 team by sales volume across Rodeo Realty's 11 offices.
- Owned complete marketing plans for 100+ properties — photography, drone video, virtual tours, digital and print advertising, direct mail, and paid social.
- Built and managed a personal client pipeline; cold-called and converted FSBOs, expired listings, and sphere referrals.
- Marketed properties from \$300K condos to a \$9M Trousdale Estate, adapting strategy and materials to each price point and buyer profile.
- Maintained two geographic farms with bimonthly postcards and quarterly mailers, pulling and formatting area-specific MLS data for each quarterly mailer.
- Produced specialty print placements including Beverly Hills MLS ads, LA Times full-page ads, and Caimeiju (Chinese-language MLS) advertising.
- Sourcing clients primarily through open-house hosting and sphere-of-influence referrals.

Marketing & Graphic Design Specialist

CBRE, Multifamily Investments | Los Angeles, CA | 2019–2024

- Supported the Southern California Multifamily Investments team on commercial listings — created pitch decks, broker valuation packages, and offering memorandums for apartment complexes and investment properties.
- Conducted rent surveys, market and demographic research to inform pricing strategy and buyer targeting.
- Managed broker and institutional client relationships through Salesforce CRM.

LICENSES & EDUCATION

California Real Estate License — DRE# 01998234 (Active 2016–2028)

California State Polytechnic University, Pomona — Pomona, CA

Bachelor of Fine Arts (BFA), Graphic Design