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## Real Estate Profile

### Mike Dunitz

by Jennifer Evans

Celebrating his 25th year as a South Bay Realtor, Mike Dunitz of Pierside Realty reminisced about the days of when homes in Manhattan Beach didn't cost more than \$100,000. Although today the cost of an average home is 10 times what it was 20 years ago, Dunitz said the community is still the tight-knit, welcoming town he moved to years ago.

Moving from Detroit to Manhattan Beach 30 years ago, Dunitz, who rented a house on The Strand, said at the time he never imagined staying in the area and raising his family. However, today he can't imagine living anywhere else.

A certified Residential Specialist as well as a Senior Real Estate Specialist, Dunitz said he enjoys his job and the people he works with. "I'm not the biggest Realtor in the area but I do strive to be the best," he said. "I enjoy working hands-on with my clients, taking the time to get to know them."

Employed at Pierside Realty for 15 years, Dunitz describes his company as more of a boutique-type firm. Located in downtown Manhattan Beach with a view of the ocean, Dunitz said the office represents values of a hometown business.

"This is a close-knit community with a lot of families who want to move here, not only for the great weather and beaches but for the schools as well," he said. "It is very satisfying for me to help people find what they're looking for. There is nothing better than putting a client in a

home that they are truly happy with. My goal has always been to completely satisfy my clients and to not rush them into anything that they are not comfortable with."

Through the years of "good" and "bad" markets, Dunitz has ridden the waves and always stayed more than just afloat. Despite the market challenges of the early to mid-1990s, Dunitz achieved success. "Any market has its challenges, but I've always just stayed focused and put my clients' needs in front of my own," he said.

He added that although the strength of the recent market has lasted longer than most people have expected, it, too, will change. "It's not a matter of if, it's a matter of when," he said.

However, he said even if the interest rates do start to rise, properties in the South Bay will always be a good investment. He said he advises his buyers to be completely prepared when looking for a home in the current market. Besides being pre-approved, he tells his clients to become familiar with everything that is out there so that they can make a quick decision when the time comes to make an offer.

"The biggest difference in this market is that unfortunately, fussy buyers don't buy," Dunitz said. "That is why it's important for me to get a good idea of what my clients are looking for, so when something comes up, I don't waste their time with something that doesn't fit their needs."

When representing his sellers, Dunitz said his goal is to expose the



Mike Dunitz

property to as many potential buyers as possible. "I believe in exposing the property to the entire marketplace," he said. "Doing this gives the seller an opportunity at finding the best buyer for the property. It's important to properly price a property and it's difficult to know in advance what price a property will bring on the open market."

As the father of two teenagers, Dunitz is personally invested in the local education system. For many years, he has served as a director for the Manhattan Beach Education Foundation.

"I feel very fortunate to be a part of this community," Dunitz said. "It's been a great place to live and raise my family. I'm looking forward to another 25 years."