

Real Estate Marketplace

THE BEACH REPORTER

Realtor Profile ~ Tad Thormodsgaard

by Jennifer Evans

There is no deal too big or too small for Realtor Tad Thormodsgaard of Palm Realty. Thormodsgaard said he recently reached two personal records, he had the smallest sale of his career, a \$250,000 property in Gardena, and his largest, a \$12.6 million home in Hermosa Beach. Formally a “tech guy” for Hewlett Packard, Thormodsgaard started dabbling in real estate as a hobby more than a decade ago and decided in 2005 to turn his hobby into a full-time career. “When I was in the technology business I made a nice living and was well respected among my peers, however I had no real passion for my work. I spent my free time reading and talking about real estate. I started ‘flipping’ homes while I was still working full time in technology sales and marketing. I was having so much fun and having great success so in January of 2005, I left Hewlett Packard and started

as a full-time Realtor.” he explained. “Instantly I knew it was the right move. At that time I was representing buyers and sellers and I continued to ‘flip’ properties until I recognized that the market was too frothy and I exited the redevelopment business and focused on helping people buy and sell residential and income properties.” Thormodsgaard joined Palm Realty because he felt the smaller firm allowed him to service his clients in the manner he had become accustomed to. “I like the high-end boutique feel we present to our clients,” he said of his office located in North Manhattan Beach on Highland Avenue. “And our focus is on the beach cities.” For Thormodsgaard, it doesn’t matter if the client is in the market for a starter home or a luxury sand section house, he enjoys doing whatever he can to ensure a smooth transaction for his clients. “I really enjoy the satisfaction

of helping clients attain their real estate goals. I think I have a heart of a teacher and a passion for helping people,” he said, adding that he enjoys advising people as much as he can so they have as much knowledge as possible before making any major decisions. Although Thormodsgaard is reluctant to predict too far out into the future, he does know that one can’t go wrong by investing in property located in the South Bay. “It’s a great time for people to buy who are in the position to do so and a great time to lock in a mortgage near historical lows,” he said. “We seem to be bouncing on the bottom. However, our amazing schools and fantastic local communities are attracting people from around the world, so I’m optimistic about South Bay real estate.” For more information about Thormodsgaard or to contact him, visit www.tadthor.com.



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