



Brandon Tabassi

President, Broker-of-Record, RE/MAX Partners Relocation

February 02, 2021



What was your most interesting job before going into real estate?

I was in politics, public service, and the movie business. I was Senator John Kerry's U.S. Senate Page, helped with the final campaign of the late Senator Kennedy, and trained to be a Hollywood Talent Agent at the William Morris Endeavor Talent Agency in Beverly Hills when I began appearing in front of the camera. A sudden illness in my family brought me back to Massachusetts eight years ago.

Where did you grow up? N.

Andover/Andover, Massachusetts

Growing up, what did you want to be? I wanted to end up in public service.

What do you do to relax when you're stressed? Go for a jog, lift some weights, and only after that, have a glass of wine.

If you could meet any well-known figure (living or not),

who would it be and why? Jack Kerouac. I loved reading "On The Road" when I was a teenager. For me, it not only created a nostalgia for a time when there was a prevalence of deep human social contact, but also

gave me a sense of awe of America, the outdoors, and adventure. And I loved the “stream of consciousness” style that the Beat writers created in the 50s. I want to sit down and have lunch with Jack, and hear about his life “On the Road.”

What is Boston’s best-kept secret? \$25 BOS Symphony Orchestra tickets on certain days.

What do you love most about the industry? That one’s success in the industry is a direct correlation of how hard you work (and how hard you work for your clients). Unfortunately, not all industries are like that.

How do you distinguish yourself from the crowd of agents? I teach my agents that the key is not to try to distinguish *yourself.* It’s important to have your work speak for itself: your genuine interest, attention to detail, and diligence. And the client that appreciates that will gravitate toward you, and refer you to their colleagues and friends.

What is the most difficult aspect of your job? Now I spend most of my time overseeing, but it used to be telling buyers’ agents in multiple offer situations that their offers were not accepted. I always tried to be as constructive as possible with feedback regarding why the seller chose to go in a different direction (while still honoring discretion and confidentiality). They have worked so hard and the buyer deserves to know how they could be more competitive next time there is a multiple offer situation. I also always tried to include a nice note about how hard the agent worked, so that the agent can forward that to their buyers.

What’s your best advice for generating new leads? Show why you can CREATE VALUE for the potential client; not why they should work with you for superfluous reasons.

What has been your greatest accomplishment? Being there every moment and taking care of my dad when he had stage 4 cancer.

What are you binge-watching/reading/listening to lately? I did all my binge watching this past summer. Schitt’s Creek, Ozark, and Game of Thrones.

What’s your favorite meal in Boston? Just north of Boston, I love Sarma restaurant in Somerville. They have fantastic vegetarian options.

Architecturally speaking, what is your favorite building in Boston? The Custom House Tower.

What’s the weirdest thing that’s ever happened to you on the job? Is it weird if nothing weird has happened, yet, knock on wood.

What’s one thing people are surprised to learn about you? That I worked 80-100 hour weeks for many years in a row to build the success I did in real estate. There is no shortcut.

What is your favorite vacation spot and why? Europe. I didn’t get to go this year, but I love to learn about different culture, experience the preservation of nature, and discover the history of civilizations and how cultures progressed through time.

In 10 words or less, what is your advice for someone new to the industry? Don’t be afraid of anything or anyone.

What’s your favorite real estate iPhone/Android app? I use the Dotloop app a lot.

Who are your favorite people to follow on social media? Sadly I haven’t quite gotten around to following anyone closely on social media. One of my agents showed me a few of the posts on “The Broke

Agent” account which were funny, and true.

Related articles

Jason Pincomb

[READ MORE](#)

**Craig Della Penna,
Broker Associate, The
Murphys Realtors, Inc.**

[READ MORE](#)

**Joshua Sipple, Real
Estate Sales Advisor,
Compass (Back Bay)**

[READ MORE](#)

Join the conversation

Your Name

Email Address

Save my name, email, and website in this browser for the next time I comment.

Leave a comment

POST

**Meet Who's Who in
Boston Real Estate**