



▶ rising stars
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Eli Polsky (on left) and Brandon Polsky (on right)

THE POLSKY GROUP

THE PROPERTY BROTHERS OF HOLLYWOOD

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Brandon and Eli Polsky of The Polsky Group are not simply listing agents, they are family.

When these Hollywood-born brothers landed their first listing in Hollywood Hills, an FSBO, it became the neighborhood that catapulted their career. In taking their time and care in getting to know the owner, they were able to sell his home, followed by his sister's home and ultimately sold three referrals by him. They still remember his name and follow-up with the family.

"We love Hollywood! We grew up here and live here," says Eli. "We want to continue to see it evolve for the better."

From the small, beach town with a reluctance towards growth it once was, to the rapidly-developing heart of the city, to TripAdvisor's "Sixth Best Beach in the U.S.," the brothers not only sell the lifestyle, but live it. Eli can be seen exercising with his Rottweiler downtown or riding his bike to unwind after work and Brandon takes his weekly beach pilgrimage with his family.

The Polsky family is very passionate about their local sports, being avid fans of the HEAT, Marlins and Dolphins. The brothers rode a full-scholarship to Florida State University and love the institution and the growth it brought them, but warn to tread carefully when discussing sports! Politics get heavy when discussing college football where their loyalties split between the Seminoles and Hurricanes.



It does not divide them, however. Teamwork is their strength and they have built their real estate business on a solid foundation of joined forces after.

Before they became The Polsky Group with RE/MAX during 2017 through 2019, they each mastered their individual strengths by gaining knowledge through experience.

"Why our business has taken off is first having that base of knowledge," Brandon relays sagely. After graduating from FSU with a degree in economics, he put in heavy time with a development group, running low-income rentals and working alongside architects and engineers. It was the acquisition of a luxury property on the water where he received first-hand experience with city zoning, permitting, planning and development.

This opportunity showed Brandon the importance of focusing on the small details. "We try to do everything the way things are supposed to be done and other agents appreciate that," he says. "Many deals can add-up and unless it's handled smoothly, the whole operation won't run smoothly."

Eli agrees, "We hone-in on doing things properly and making sure the client experience is phenomenal."

With a degree in real estate and a focus on commercial, Eli started out in a marketing role with a small firm in Fort Lauderdale. He applied his motivated and hard-working nature to the task in gaining the experience he desired. Until this day, he recommends a favorite book of his called *The Compound Effect* by Darren

Hardy, where he learned, "The small decisions you make every day will pay off huge dividends down the road."

When Brandon asked him to team-up, they were both ready. "We built our business on the streets, knocking on doors, going to networking events," says Eli. "We're human beings with interests - we build rapport and connect with people."

In their first year, their growth skyrocketed, which gained the notice of Compass and they joined the brand in 2019.

Brandon says, "What makes our team great is that we are passionate about what we do and are the perfect complement to each other. I'm very numbers-driven and analytical which helps us with market data for sellers and in understanding contracts."

Eli, the creative marketing advisor of their group, shares their winning bottom-line, "We are a new-school team with an old-school approach and strategy." He closes, "We bring our strengths to the table so we can both focus on what we each do best."

What these *Rising Stars* do best is *grow*.



“We are a new-school team with an old-school approach and strategy.”

-Eli



As an Allstate agent and Allstate Certified Business Planner® in Cooper City, I know many local families. I've called South Florida home since 1989, and my knowledge and understanding of the people in this community help me provide customers with an outstanding level of service.



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