

SOUTH ORANGE COUNTY

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CONNECTING. ELEVATING. INSPIRING.



rising star **PAUL
BRUTOCO**

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▶ rising star
By Dave Danielson

BRINGING
HIS
PASSIONS
TO REAL
ESTATE

“
I AIM TO
PROVIDE
REAL VALUE
EVERY TIME
I INTERACT
WITH
PEOPLE.”

When you love what you do, there's no doubt that it shows. A prime example of that truth is Paul Brutoco.

A REALTOR® with Pacific Sotheby's International Realty, Paul has a pure passion for the profession and helping those around him go further toward their goals.

“I believe that one way to do what you love is to bring what you love into what you do,” Paul says with a smile.

A Blend of Gifts and Interests

Paul has several interests from his life that blend perfectly with his love for his work. He has long been an artist and a cook. So one thing he does that adds a special flair is giving some of his creations to his prospects and clients as gifts.



Paul gifts his clients with his own artwork.

“I enjoy bringing out my creativity in my gifts. Even the smallest gifts can make somebody feel special. It makes me feel great to give, and it's a great way to make a deeper connection with people,” he explains.



Paul highlights his passion for cooking, too, by heavily featuring it alongside his family life in his social media. Instead of just posting about real estate, sharing his food allows people to get to know him better and engage over relatable items like his pasta, pizza, burgers, desserts or even vegetable dishes. Paul makes it look extremely appetizing, and it's just another way to see the many sides of him.

Nurturing Native Roots

Paul grew up in San Juan Capistrano, attending schools locally and graduating from high school at Santa Margarita Catholic High School.

As he came of age, Paul attended and graduated from the University of Notre Dame, where he met his wife during his senior year as an IT management major, with an emphasis on business and tech. As he entered his career, he worked in marketing and even started at the Taco Bell corporate office in Irvine. He also gained valuable experience working for over a decade with top brands such as IBM, Western Digital, and Steak 'n Shake, as well as consulting for various wine, food, and hospitality ventures.



Photos by Jenny McMasters

“It was all a great experience for me. I had the chance to build relationships, manage projects, and drive various forms of marketing along the way,” he says. “I believe all of those skills and more are still very much in use in my work as an agent today.”

Food and technology businesses were always favorite industries for Paul. But there was another path that got his attention as well.

“Real estate was always on my mind as a hobby and passion, and I was looking for the right opportunity to make the transition into it full-time. We had moved around the country a little bit before coming back to Southern California,” he remembers. “When we finally got settled back into my hometown, I embraced a more entrepreneurial path and worked toward getting into real estate.”

Skyrocketing Results

In mid-2021, Paul launched his real estate career and immediately found a good match for his personality, experience, and interests.

“I love connecting with people. Whoever I talk with, I love finding those commonalities ... That’s

definitely something that I got from my mom. She is always great at making those connections with anybody she meets. Whether it be by discovering a mutual friend, finding a similar interest, or sharing a small gift with them, there’s always some way to connect with people on a deeper level.”

Paul has quickly created a remarkable record of results. In fact, in only his first year in real estate, he has accounted for 33 transactions, representing \$45 million in sales volume.

Family Fulfillment

For all of the success he finds professionally, Paul cherishes time with his family, including his wife of 11 years, Caitlin, their daughters: 5-year-old Isabella and 3-year-old Coralina, and a soon-to-be-born baby boy. They also enjoy time hanging out with their small terrier dog, Winnie.

In his free time, one of Paul’s favorite activities is cooking for his family. He also is a big fan of soccer and, of course, of his alma mater, Notre Dame Football. He can often be found hosting watch parties for key sporting events.

“I love that in this profession, I can grow my network simply by doing many of the things that I already enjoy and sharing those experiences with others. It’s a great way to bring people together,” he says.

Paul’s creative side finds an outlet with his artistic gifts. In fact, one of the special gifts that he often presents to his clients are iconic artwork notecards that he designed, with each

card representing a different city. For example, his Dana Point card features a picture of a whale, while his card for San Juan Capistrano is highlighted by the mission bells. He originally created this artwork for his daughters’ rooms but then found a place for them in his business as client gifts as well.

Lasting Difference

The drive that Paul carries forth each day is centered on creating value and being a source of information for his clients.

“I take a lot of pride in helping people make big financial decisions as they sell or purchase their next home or investment property. I want to be a great source of knowledge for them and guide them through the sometimes challenging emotional journey,” he says. “I aim to provide real value every time I interact with people.”

With a creative spark, a drive to deliver value, and a genuine level of care for the goals of those around him, Paul Brutoco makes a deep, lasting impact on the lives of those around him ... one that reflects his passion for his work and that will likely be felt for generations to come.

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