

power brokers

robert piken

by Peter Levitt

Perhaps the most recognizable name in commercial real estate in Southern California (you can't miss the signs), The Piken Company has serviced thousands of satisfied clients. Robert Piken, President and owner of The Piken Company, doesn't miss a beat when asked what separates his company from the rest. "Innovative and creative marketing," he explains.

While "location, location, location" is the universal key to real estate, Robert Piken knows there is much more to building a successful brokerage, management and development company. He has taken an aggressive approach to marketing his company through television shows, billboards, print, Piken Apparel and much more. The omnipresence of the Piken name is a credit to Robert's business tenacity. "We are simply not afraid of spending money to make money," adds Piken.

The Piken Company has been integral to the advancement of real estate in Los Angeles. Robert Piken's ownership of a variety of properties enables him and his company to market properties for sale and lease for other owners with a principal's perspective in mind. The Piken Company's clients appreciate this and know that it distinguishes the firm from others. "It's a very exciting time for real estate. There are many opportunities to benefit financially and to serve the community," says Piken.

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