



DANNY RAFFLE CCIM

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I founded RPM Realty, Inc. and its subsidiary, RPM Commercial, in 2005. Our El Segundo office opened in 2012, followed by the Las Vegas office in 2017. My mission is to guide clients through the complexities of real estate, ensuring their unique goals are met with expertise and personalized attention.

My real estate journey began in 1979 with the purchase of my first property. Over the years, I've learned from both personal experiences and client interactions that every property—whether a home, retail center, office, industrial building, or apartment complex—is not just an asset but a reflection of the owner's dreams and creativity.

Beyond wealth, each property represents a space where individuals take pride in building their homes or businesses. My role involves helping clients buy, lease, and manage these properties successfully.

Understanding the financial aspects, such as creating and analyzing P&Ls and generating income reports, is crucial in my work. However, I also approach projects from a design perspective, assisting owners in realizing the future potential of their properties, whether it's holding an apartment building for family legacy, developing an industrial park, or remodeling a retail center to enhance its value.

I'm currently a member of ICSC, CCIM, IREM, and sit on the CCIMLA Board of Directors. Additionally, I'm a board member of The Help Group, serving children with autism and learning disabilities. My dedication to client service with integrity was recognized when I earned the Broker of the Year award in 2018, and I continue to lead RPM in meeting the unique goals of our diverse client base across various sectors.

