

Greg Moss

NAI BT Commercial Managing Partner Greg Moss has worked in the real estate industry for 18 years, but it wasn't his first choice. "I planned on having a great career playing the PGA tour then retiring from competitive play to the television commentator booth (look out Johnny Miller)," he reminisces. "Sadly, I found out I wasn't that good. I played the mini tour—lived in a Toyota van and ate peanut butter sandwiches."

When that reality bit, he reevaluated and remembered, "As a teenager, all the players I caddied for were either in real estate, securities and insurance, or owned their own business. The freedom, economic opportunity and tangible nature of real estate has always interested me."

And though he's not a native of the Bay Area, he did survive the hazing: "We moved to Sausalito from Santa Barbara in 1989, just a few days before the Loma Prieta earthquake. [My wife] Nancy and I had just unpacked our wedding crystal for the first time and placed them in a display. Fortunately, nothing was harmed...but we'll never forget sitting on the Sausalito shoreline watching the Marina District burn and listening to the horrible reports coming in on the radio. That night, we slept in our van—away from tall, heavy objects."

Where did you grow up?

I grew up in Southern California—Ventura County, Thousand Oaks—and attended USC (class of 1984). I moved to Santa Barbara for a few years and lived on a 1957 Chris Craft boat in the harbor before coming to Marin County.

Are you married?

Nancy and I will have been married 20 years this January. Our son Sam is 11, Chase the dog is 6. Time flies when you're having fun!

Are you an early bird or a night owl?

An early riser. With this fancy haircut of mine, it doesn't take very long to get out of the house and get rolling.... Do owls go to bed at 9 p.m.?

Do you have a big family?

I'm the youngest of six kids (with only seven years' age difference between us). At one time, we had a member of the family in every elementary school grade except second and fifth. It's tough to get away with anything when there are five siblings watching.

What was your first job?

Mowing lawns; starting in the fifth grade, I had a number of neighborhood yards I took care of. Then delivering newspapers, caddy and driving range ball picker-upper through high school. That last one provided the opportunity to practice golf (and learn how to slip a clutch and spin the tires on wet grass).

Describe your college days.

I attended University of Southern California, where I majored in golf (I was on the USC golf team) and minored in business administration/finance. Unfortunately for my grades, that was the order of priority.

Did you ever have a nickname?

"Magician Junior." My brother Ron was in eighth grade and I was in sixth. He was the magician. The nickname had to do with basketball and ball-handling skills.

How comfortable are you with uncertainty?

Pretty good. I think of it as managing risk. If that doesn't work, consider it an adventure. Adventure is good!

What advice can you give to help others conquer fear?

Acknowledge the fear, then take a step forward. Then another step and so on. Success is measured by self-satisfaction—knowing you put out the effort to become your personal best.

What three qualities draw you to someone new?

Positive energy, personal joy and sound character.

Do you have any bad habits?

Cold beer—Lagunitas IPA—but I'm not sure if that's a bad habit.

What has golf taught you?

Not only has golf been a hobby, but it's also been a fantastic avenue to create close, personal relationships. Discipline, vision, balance, integrity and graciousness are characteristics of quality golfers and quality business people.

What do you consider the most important event in the history of the human race?

The start...

What item in your office has special significance for you?

A painting my son Sam painted when he was four. It's tough to tell, but I believe it's a self-portrait. His choice of colors is really cool.

If you could ask God any single question, what would it be?

How am I doing?

