



Sam LaPlaca: Virtuous Properties

By JAMES FLORENCE, Staff Writer Diamond Certified Program

While Sam LaPlaca began his career in the tech industry, it would gradually prove to be a catalyst for another career altogether. “I was working as a computer programmer for Stuart Title, doing title insurance and working on their escrow software, and that actually piqued my interest in real estate,” he explains. “From there, I obtained my real estate license and started buying and selling investment properties, which led me further into the property management business.”

Today, as co-owner of CM Property Management Inc., Sam says he appreciates the opportunity to work with property owners and tenants alike. “We’re hired by property owners to handle the ongoing management of their rental properties, so it’s very gratifying to be entrusted with overseeing someone’s valuable asset. I also enjoy maintaining good relationships with our tenants and making sure their needs are being met.”

Originally from Southern California, Sam currently resides in San Jose, which he regards as an ideal location for his active family, which includes his wife, Nivea, and their three children. “One of the nice things about being in the San Jose area is the wealth of outdoor activities that are available,” he says. “We do everything from archery and disc golf to hiking at Rancho San Antonio County Park and hanging out at Panther Beach in Santa Cruz.”



Sam LaPlaca, Property Manager of CM Property Management, Inc.

In regard to his life and career, Sam espouses the importance of operating with integrity. “I think it’s crucial to do the best job you can, which means not only striving for continuous improvement, but also being honest and doing right by others.”

When asked the first thing he’d do if he could retire tomorrow, Sam says he’d pursue a more “hands-on” aspect of the real estate industry. “I would probably start buying properties and fixing them up to make them the highest-performing assets they could be. It may sound like a lot of work, but for me, it would be more of a hobby because I enjoy working with my hands and building things.”

Read Sam LaPlaca’s expert contributions and watch his expert video at www.dccert.org/samlaplaca.