

COLDWELL BANKER PREVIEWS BEVERLY HILLS NORTH

THE NATION'S TOP-PRODUCING OFFICE

Beverly Hills North is a proud member of America's oldest and most prestigious residential real estate organization and has the distinction of being the most successful branch office of Coldwell Banker's 100-year-old corporation.

In 2006, more than 180 full-time real estate professionals of Beverly Hills North celebrated another year as Coldwell Banker's nationwide leader, with more than \$1.5 billion in sales.

This office represents properties and clients from the sands of Malibu to the mountains of Hollywood Hills and all the surrounding communities. The office proves its excellence in handling properties ranging from \$200,000 to more than \$50 million with the same high standards of professionalism and client service.

WHO WE ARE

All sales associates, management and staff form a cohesive team and display a unique sense of professional pride, camaraderie and mutual support. In a business that is typified by intense competition, Beverly Hills North is a cohesive team. We work together because we know we can serve our clients better this way, especially in today's business climate.

WHY BEVERLY HILLS NORTH?

Real estate professionals can talk all day about how their office is different, special and extraordinary in a business that sometimes seems to be ruled exclusively by dollar signs. The way our clients (from ordinary people to mega-stars of Hollywood and CEO's of major corporations) decide that the Beverly Hills North Office was the right brokerage for them was by finding out for themselves. You are invited to call or come by our office at your convenience to discuss your real estate needs and like so many other knowledgeable people, the odds are likely that you will leave our office a Beverly Hills North client.

VISIONARY LEADERSHIP

At the helm of Beverly Hills North is Manger/Vice President Stan Richman, a career real estate executive who brings a unique management style to the office at Beverly Hills North. A natural leader who mastered the real estate business from the ground up, Richman maintains an open door policy for his agents and staff and regularly offers

feedback and advice gleaned from his years of experience in the Greater Los Angeles market.

Stan Richman believes that, “At the end of the day, we’re not primarily in the business of assisting a host of clients in buying and selling properties; we’re in the business of forging strong personal relationships with each individual client so that we can guide buyers and sellers through the often complex and daunting process of a residential real estate transaction in our very special marketplace.”

COMMUNICATION AND INPUT

Brokers and real estate associates are the heart and soul of Beverly Hills North and its business. They work closely with one another to maximize their effectiveness for all their clients. Agents participate in every aspect of office operations which include Executive Review Committee, the Steering Committee and regular group strategy sessions aimed at better service to their clients and to the community.

FULL-SPECTRUM SUPPORT

Beverly Hills North is a rarity in today’s business world – a tightly organized, sophisticated, successful operation with its own positive, “personal” style.

As Stan Richman put’s it, “We do it all – listings, transactions, advertising and more – with a team approach that brings brokers, associates, administrators, coordinators, marketing/technology personnel and even our helpful receptionists into the mix. Every Beverly Hills North team member receives extensive training and mentoring to assure the consistently highest level of client service.”

A POSITIVE, CLOSE-KNIT WORKPLACE

For more than a quarter century, Beverly Hills North has been #1 in sales leadership and sales achievement. Team members work together and support one another’s efforts. Agents competing for the same desirable listing often wind up sharing it.

“We look out for one another and for one another’s clients,” Stan Richman says. “The result? More talented, dedicated people putting their efforts behind each and every deal.”

But, it’s not all work at Beverly Hills North. The office shares celebrations from birthdays to holidays to special events in each other’s lives because they are proud to be a part of an enterprise that brings them together as a business “family”.

MAKING A DIFFERENCE TOGETHER

Coldwell Banker’s Beverly Hills North is not just in the communities we serve, it is a part of them. This office is an integral part of its service area. From company-wide activities to individual, highly personal commitments, the men and women of Beverly Hills North are active in service to others. Local food drives, Habitat for Humanity and

Cure Autism Now are just a few examples of worthy projects Beverly Hills North supports.