



Joyce Rey

(Queen of California)

Joyce Rey is the head of the Estates Division of Coldwell Banker Previews International in Los Angeles. Her decades of successful experience with landmark properties allow an intimate understanding of the Los Angeles real estate market and the city as a whole. Here, she speaks of her Southern California background, her professional beginnings, and her varied accomplishments and goals in the Los Angeles real estate market. This high-powered agent shares with Haute Living a touching desire to improve and beautify the city she calls home. This integrity, along with a shrewd understanding of the marketplace, equates to an agent who emphasizes world-class customer service while maintaining top clients and properties with a refreshing straightforwardness.

HL Where are you from? What attracted you to L.A.?

JR I was born in Hollywood, raised in Orange County, and graduated with a master's degree from the University of Southern California. I fell in love with Los Angeles while I was studying to become a business law teacher in South Central Los Angeles.

HL What attracted you to real estate?

JR My intention was to make a difference in our beautiful city. I was later married to an actor and bought and sold several homes. I loved the process. After that, it looked easy! I left teaching due to my husband's series of film locations.

HL Who was your first mentor, and how did he or she influence you?

JR My first mentor in life was my father, an incredible attorney. My real estate mentor was Jack Hupp, a former all-American basketball player, author of the *Beverly Hills Board of Realtors Code of Ethics*, and twice president of the Chamber of Commerce. Jack was extremely dignified, honorable, straightforward, and always had a sense of humor, as well as a positive outlook.

HL You'll never be found without your...

JR Concern for others and a smile on my face.

HL What were your yearly sales for 2007? Forecast for 2008?

JR My annual sales for 2007 were over \$130 million, and I always hope to do better each year. On the personal side, I always try to improve myself as a human being.

HL What is your most memorable deal?

JR Each deal is important, and memorable, but several stand out: my representation of the Mary Pickford estate *Pickfair*, and the sale of this historic estate to Jerry Bus; my representation of the exquisite Sonny and Cher estate on two occasions, which ultimately represented the highest sale in the United States at the time.

HL Where do you live?

JR I have lived for many years in a beautiful award-winning architectural home in Beverly Hills, originally designed by the architectural firm of Smith and Williams, and recently redesigned by Waldo Fernandez and Mark Rios.

HL If money were no object, what property on the market would you recommend in Southern California?

JR *Fleur De Lys*, which is one of the most exceptional properties I have seen in my lifetime. It received an award from President Jacques Chirac as one of the finest examples of French architecture in America.

HL What is your formula for keeping your high-profile clients happy?

JR Putting my clients' best interests first, and providing the best possible service and always enhancing my knowledge of the marketplace.

HL Tell us one thing most people wouldn't know about you.

JR I am adopted, and some years ago, I appeared on *60 Minutes* in search of my roots, and found a great family.

HL What is your proudest achievement?

JR In 1979, I established the first division in America exclusively devoted to estates in excess of \$1 million! Also, being a mother and a mentor to a foster child.

HL Where would we find you on a Friday night?

JR Probably something different each Friday night, such as a cultural or sporting event, catching a great film, or a quiet dinner with friends.

HL What are your favorite vacation destinations and/or leisure activities?

JR I love the outdoors, and a brisk walk in the lovely canyons and mountains of West Los Angeles. I adore Kundalini and Iyengar yoga, but don't have enough opportunity to practice.

Vacations are wonderful getaways to recharge my batteries. I usually plan one or two major holidays each year. Last year, it was a ball at Versailles. New Years, it was a wedding in Brazil and visiting relatives in Buenos Aires. I am now planning a trip with the FAI organization to Italy. I try not to miss the Sun Valley Writers Conference and the Renaissance Weekends. Careyes and San Miguel de Allende are my favorite spots in Mexico, and everyone loves a fabulous weekend in New York, or a quick stop at the Ojai Valley Inn.

HL Your forecast for the L.A. real estate market for 2008?

JR In spite of the turbulent stock market, and the sub-prime mortgage crisis, our high-end real estate market is very active. The local and international demand is strong. In particular, properties in excess of \$10 million are selling very well.

HL In your opinion, what makes L.A. so special?

JR There are things that make Los Angeles a special place to live. Everyone loves the climate and the tremendous cultural opportunities. (Our new museums are amazing!) We have sensational sports teams, a fabulous public library, and an exciting and talented entertainment community, the best restaurants, and a wonderful friendly community filled with ethnic diversity. ☺